

Saturday Night

Canada's Magazine of Business and Contemporary Affairs

FEBRUARY 18TH 1961 20 CENTS



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Saturday Night

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ARTICLES

**Political Parties
and Canadian Defence**
by John Gellner, 9

**The Ties With Britain
Are Loosening**
by Donald Gordon, 12

**Sex and the
Selling of Light Bulbs**
by R. M. Baiden, 14

**Vigilance Is the Price
of Law Reform**
by J. D. Morton, 17

**Parlez-vous Joul?
Why Not Canayen?**
by Miriam Chapin, 19

DEPARTMENTS

Books, 27

Business Index, 41

Comment of the Day, 5

Crossword, 37

Gold & Dross, 42

Letters, 2

Letter from Australia, 33

Ottawa Letter, 31

Point of View, 46

Television, 35

INSIDE STORY

THE COVER: The Hon. Douglas Harkness, GM, ED, Canada's new Minister of National Defence.

The new Minister, says **John Gellner**, SN's contributing editor on military affairs, may be the first such since **Brooke Claxton** to see the defence of Canada as a military problem. Gellner also examines the positions of Canada's three political parties and finds their approaches to a grave situation to be unrealistic and purely political.

Writing from London where he is resident correspondent for the CBC, **Donald Gordon** discusses the potent factors which are today causing a loosening of Commonwealth ties, particularly those between Canada and Britain. Some are economic, some derive from European continental developments and others are, strangely enough, based on race because of the wave of colored immigration to Britain.

In modern merchandising, the product's package is often its most effective salesman. But how can a manufacturer ensure that his product's package says the right things? Business Editor **R. M. Baiden** traces the development of two new light bulb packages and shows how the customer is induced to buy the package, not the contents.

Professor **J. D. Morton** of the Osgoode Hall Law School begins a new series on the operation of Law as it affects the ordinary citizen. He cites chapter and verse for some striking anomalies in existing procedure and says such laws can be changed only if people are both vigilant and prepared to take vigorous action.

French-Canadians are taking a hard look at the language they speak. It is certainly not French but what is it? The current nickname is *joul* (cheval) and it is providing a "shallonge" to hot debate. **Miriam Chapin**, SN's expert on Quebec affairs, asks why not be realistic and call the everyday speech *Canayen*?

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Letters

Some Home Truths?

Since reading your article "Lie Detector: Valuable Weapon or Moral Wrong?" [SN: Jan. 21] it occurred to me that you might be interested in an experiment carried out recently by my husband, Arthur Littlejohn, on his Littlejohn Home Portable Polygraph.

My husband had been working on his home lie-detector for some time and after reading your article and picking up a few pointers, he finished it up. It's an attractive living-room model, finished in orchid vinyl plastic (to match the drapes) and when he was finally satisfied with it he invited in a number of friends and neighbors for a Polygraph Party.

At first our guests were a little nervous about the experiment, but my husband explained to them that it was just a gag for livening up social occasions and if it turned out a success he intended to market it as the Littlejohn Party Icebreaker. So after a few drinks they gathered round and began asking questions. Believe me, it wasn't long after that that you couldn't have got through the ice in our living room with a government cutter!

Anyway, we found who had our hedge-clippers and which one dumped the used boiler on our side lawn last fall. We also discovered that the Bells had been stopped twice at the American border, and that Maggie Bieler, who has been saying she never looks at anything on TV except the Leonard Bernstein programs, has been following *Guiding Light* right along, and that the Blacks had been picked up by a police roadblock on New Year's Eve.

This was just the beginning of course. Later on things got *really* embarrassing. Mona Prescott claimed she wasn't a virgin and the Polygraph said Oh yes, she was. (Mona was simply livid). Then Bob Mosher asked if Shirley Mosher and Tom Fisher had really been discussing the Easter Cantata that night after choir practice when they stayed out in Tom's convertible till 1.30 a.m. and the Polygraph said no.

And so it went till I asked Ella Benson if the reason she was always asking Arthur over to put up storm windows etc., was because Bill Benson had a weak back, and the Polygraph

said no again. (You should have seen *that* reading!)

It was after this that Arthur got his glasses broken. I wasn't there when it happened but upstairs trying to calm Ella down with phenobarbital. By the time we got back hardly anybody was speaking to anyone else and nobody was speaking to us.

Well, after everyone had gone home Arthur took the Polygraph down to his workshop to do a little more research. He came up about 5.30 a.m. very excited, to say that there had been a mistake, the Polygraph unfortunately had been guilt-tilted, and there had been some mixup in the cardio and respiratory galvanometers. He said that the bugs were all ironed out now and it was working perfectly.

I was pretty mad by this time and I said why didn't he attach a rotary beater to the damned thing and turn it into a mixmaster or something. But Arthur said no, this time it was practically infallible and it was only a question of time till the Canadian Judiciary system came out of the Dark Ages and made the Littlejohn Polygraph mandatory in Court.

I told him that he'd be lucky if he weren't up in Court next week on a defamation charge and it would take more than a Polygraph with a guilt-syndrome to get him off.

Meanwhile I am feeling terribly upset and guilt-tilted myself about the whole situation. Hoping you are the same, I remain.

TORONTO MABEL ROSE LITTLEJOHN

Singing Stars

I wish to register a protest against the recent and distressing exhibition of certain top Canadian TV stars debasing themselves and prostituting their art by performing singing commercials on a cigarette company's program.

This is a practice common with some American Westerns, where the "historic" realism of gun-slinging drama is abruptly shattered by the male lead suddenly revealing himself as a mere pawn of the tobacco industry.

But until recently it has never been suspected that Giselle McKenzie, Joyce Sullivan and Bob Goulet would cheapen themselves this way by suc-

cumbing to the lure (it can hardly be necessity) of the sponsor's magnetic dollar and "singing" pitiful little ditties to influence the viewer into increased tobacco consumption.

I can tolerate hucksters and excuse their nauseating performance; it is after all their way of earning grocery money. No one takes them seriously any more and we have safeguarded our sensitivities by learning to shut our minds when they appear.

But enlisting respected and perhaps loved artists into the tawdry, often infantile world of huckstering, is a sneak punch below the belt.

We have not yet learned to debar these latest recruits. Indeed, we have had no cause previously. But if their disgusting participation continues, we can learn to do so fast.

NORTH VANCOUVER HARCOURT ROY

Vitality and Verve

Susan Barron in your issue of Jan. 7 aims some rather wild and unkind remarks at the French-Canadian. She asks us to believe her particularly qualified to denigrate the people as she is French-Canadian herself. The credentials are good but the mission is suspect.

Because her charges are rather one-sided I should like the opportunity to comment on them. I cannot speak with authority on every government since Confederation, but will agree that the Union Nationale gave every evidence of corruption. On the other hand, the new Liberal regime seems honest.

Innuendo to the contrary, Quebec has had no monopoly on improbity of elected officials: witness the case of the former BC cabinet minister now serving a five year prison term for abusing his mandate. Corruption in public life is ubiquitous and probably inevitable; public toleration of it is far more objectionable.

The charge that history taught in French Canadian schools is almost entirely false and without facts is suspect if only because of the sweeping nature of the statement. Being a teacher in the Protestant system, and a product of schools outside of Quebec, I cannot give first hand information of the French Catholic schools.

However, last summer I took a course in Canadian history at Laval University, where a good many of the province's French Catholic history teachers are themselves taught history. Aside from a rather undue but understandable emphasis on Canadian history prior to the conquest, the subject was taught with scientific impartiality. Nor was there any trace of anti-English sentiment.

May I add a few words as to the character of the French-Canadian as seen by others? His dominant trait is a charm that few of us Anglo-Saxon sticks ever emulate. There is such a vitality and verve to his personality that any conversation or social intercourse is immensely enriched by his participation.

The French Canadian is moreover inordinately polite. "Monsieur" is one of the most frequently employed words by the French. We English on the other hand seldom do our fellows the compliment of addressing them as "Sir". The French language both contributes to and reflects this "politesse". What language other than the one in which incidentally the term "mother-in-law" is rendered as "belle-mère" would be so admirably suitable to the language of diplomacy?

Charm, politeness and verve are only some of the attributes of the French-Canadian. I could go on enumerating others to a greater length than the patience of SATURDAY NIGHT's editor would permit, but if you are interested in an analysis and not an assassination of the character of the French-Canadian please write me.

ST. EUSTACHE, P.Q. MAC BROCKMAN

Tax Incentives

When a government operates in the red, incentive tax cuts merely shift the burden of taxation. Right now the boom is on incentive taxation, which, in my opinion, produces a political illusion.

Take the lowering of the corporation tax from 50 to 21% on profits up to \$35,000. It gives many companies an extra \$2,900 to spend on business expansion, but how about the urge to do so? The 50% tax means that in time the government will have paid back to large companies half of their investment in new plant and equipment. Those in the lower bracket have a tax incentive of only 21% of the cost.

Of the 21% tax, three per cent is for old age security and nine goes to the provinces, leaving only nine for the federal government. On a \$30,000 profit the tax is \$6,300 of which the federal government retains \$2,700. If the owners of the business then paid

themselves \$20,000 in dividends the 20% dividend tax credit costs the government \$4,000, which is \$1,300 more than it retained.

Further, abolishing the 4% surtax on investment income to promote Canadian investment will certainly do the job because it benefits people who normally invest in stocks and bonds. It will give them \$11 million more for that purpose, but it will force our government to add it to the national debt and the recipients can turn around and buy government bonds. That's incentive tax relief under a deficit budget.

HANOVER, ONT.

JOHN GILBERT

Canada and Cuba

May I congratulate you on the article "Castro's Cuba, Ottawa and Washington" by Kenneth McNaught [SN Jan. 21]?

While far from being an expert on the question, I am fortunate in that I have many Cuban friends and have been in close touch both with the authorities and the opposition in Cuba over the past ten years. My latest visit was three months ago and I am publishing a book "Ramon", the simplest of hundreds of stories I have heard from Cubans about their long and cruel civil war.

It is the story of a bus-driver, Manuel, whose daily route takes him into rebel territory and back into government territory and the fear that he will betray his friends to the secret police causes him to lose his memory. His reason is saved by a little boy of ten, Ramon, a bare-foot sierra child. I have merely tried to correct a misconception current among North-Americans, namely that Latin-Americans delight in pistol-swinging.

Viewing the problem, however, with the detachment essential in reaching some international *modus vivendi*, it seems to me that a very large majority of Cubans are welcoming trade with Canada because they feel bound by historical traditions to this hemisphere and they wish to work out their destiny in relation to the Americas and not in dependence on the USSR and China.

This was why I was disappointed when the Canadian Congress of Labor and CCF leadership refused the invitation from Cuban trade unions to attend the Cuban trade union meetings in Havana this January. Canada's voice has become one of moderation and good sense in all attempts to settle the problems of our continent. Moderation is not to be expected from the delegates of the Iron Curtain.

The Spaniards have a word for the youths who, without experience but plenty of the devil in them, leap into



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Canada's First Real Currency Standard— and the 'Holey' Dollar...



The Spanish silver dollar was early obtained in Canada through trade with the West Indies. In

1777 it was officially valued by the British Government at five shillings or 100 cents, making it Canada's first real currency standard. Prince Edward Island authorities punched the dollars' centres to prevent citizens carrying them to other colonial areas where a higher, but unofficial, exchange prevailed.

Canada's First Real Money

Canada's first real money, in the form of bank notes, was issued by the Bank of Montreal—Canada's first bank—when it opened its doors for business on November 3, 1817. Later, the bank provided copper coinage. With the passing of the Currency Act in 1841, B of M coins became recognized legal tender of Canada.



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SD-277

the ring to challenge the fiercest of the bulls — *los espontáneos*, — and in recent months, many commentators of equal zeal have been concluding that Castro-type revolutions are going to explode throughout the length and breadth of our continent, quite forgetting that Brazil, for instance, has settled the most violent of her conflicts with a judgment that the USA and USSR might well emulate.

The thought occurs to me that while responsible statesmen in countries of advanced political development such as Mexico, Brazil and Chile will not accept the thesis that the United States should settle outstanding problems with Guatemala or Cuba on the worn-out pattern of gun-boats parading under revolutionary flags, neither are they going to welcome the Russians and much less the Chinese, taking advantage of the situation to turn their countries into another Korea. This is the issue as their newspapers see it.

Canadians have always disliked colonialism under all its forms. This has been the one common ground on which English- and French-Canadians have joined forces. However, I do not feel that Professor McNaught is correct in saying that we should not justify our policy of normal relations with Cuba on the basis of trade. Canada has always subscribed to the principle of freedom to trade in goods that are not going to serve to disturb the peace.

Claiming that we maintain normal relations with Cuba because we oppose colonialism immediately forces us into the position of having to decide whether Cuba is or was a colony of the United States and is or will be a colony of the USSR. Justifying normal relations with Cuba on the grounds that we support freedom to trade in non-war goods is logical and, to Canada, an essential tenet of foreign policy because we are being frozen out of foreign markets by increasingly closed circles of nations such as the European Common Market.

In justifying the continuance of normal relations on this basis, the Prime Minister is merely following in the tradition set by all his great predecessors in the office.

JOSEPHINE HAMBLETON

EAST TEMPLETON, P.Q.

Forest Resources

The statement by W. B. Harvey concerning Canada's forest resources, "Our forests are being cut down many times faster than they are growing" [SN, Point of View, Dec. 10], and its criticism by D. R. Redmond as being "misleading" and "irresponsible" [SN,

Letters, Jan. 7], are prime examples of how confusion is created in the minds of citizens.

On the one hand, it is implied that our forests are being ravaged and are approaching their end; on the other hand the annual depletion is presented as being less than 0.5% of the accessible volume, the implication being that the annual harvest is so low as to be almost insignificant. Harvey's statement is, of course, misleading but Redmond's figures must be examined carefully if they too are not to be misleading.

The average annual depletion of 5.6 cubic feet per acre calculated by Redmond is somewhat like the improbable calculation that the average Canadian had 0.008 gallstones removed during 1960. The average gallstone patient was perhaps delivered of 2 stones; the average cutover acre of forest probably yielded 2,000 cu. ft. of wood. The 5.6 cu. ft. per acre annual depletion would be of value only if, for the same acreage, the growth were also known.

Such is not the case. It is true that, "Well-managed forests . . . are providing 75 to 100 cu. ft. per acre per year" but regrettably no figures were presented to indicate what percentage of the total forest is considered "well-managed". As a professional forester, I would hazard a guess that for the accessible forests of Eastern Canada, the growth rate is closer to 30 cu. ft. per acre than to 75 cu. ft.

It should be remembered that the 685,369 million cu. ft. of wood estimated as growing on the accessible forest area includes millions of feet of certain tree species which are of very little, if any, commercial value at present. It would be interesting to know what per cent the annual 3,424 million cu. ft. depletion is of the commercially valuable wood. Depletion and growth figures may show a favorable balance for a given area but depletion by industry is always of valuable timber whereas the new growth following logging may be a combination of valuable and useless timber.

Although no panic is necessary over the words of Harvey, neither is complacency desirable over the figures of Redmond, particularly in view of the FAO prediction that world demand for wood products will double during the lifetime of perhaps 75% of present-day Canadians. The truth about the depletion of Canada's commercially valuable wood lies somewhere between the implications of Harvey and Redmond, and fortunately at present, much closer to the latter than the former.

ST. FOY, P.Q.

R. J. HATCHER

SATURDAY NIGHT

Comment of the Day

Press and Parliament

PRESIDENT KENNEDY's performance in front of the television cameras gets better every time he appears. And he does not need all the trimmings of an inaugural or a State of the Union speech to show to advantage. His obvious grasp of the essentials of his policy, of the details of the various plans now being evolved by his "task-forces" and his knowledge of what might best be termed departmental affairs is clear. But over and above that he makes a personal impact of sincerity, of concern for others, and of polite authority which is most forceful.

At the first press conference ever to be televised live by any United States president, he knew the members of the press and called on them by name; he was courteous in selecting the one which he felt had priority, and he certainly thought quickly on his feet. There was a noticeable growth in poise since he faced Vice-President Nixon in those controversial debates of last October and November.

Even the truncated version (admirably edited) which CBC broadcast later in the same evening was the best program which had been seen on our national network that day.

And so one asks why our own Prime Minister does not adopt a national press conference to make Canadians as familiar with our national policies and aims as the Americans are going to be with theirs? The argument that our question time in the House of Commons does the same job, and that the prerogatives of Parliament would be interfered with if such questions were asked outside the House, is clap-trap.

Many of the questions in the House, most of them indeed, are asked as much to gain political advantage as they are to elicit information. And some of the traditions of question time are becoming elaborate shams anyway. Parliament should not be a place for elaborate ritual but for vigorous and telling debate on national issues. This conflicts little with a press conference of the Kennedy kind.

Our own answer to our own question should be more direct. The reason Prime Minister Diefenbaker does not favor the idea of such a press conference is that he could not dominate it as does Presi-

dent Kennedy. In a word, he is not of the same calibre as Kennedy. Nor are some of the men he has in his cabinet as the general run of television interviews on CBC's *Press Conference* has

Valentines I Didn't Send

To General John Arnold Heintges

NON-PERSON in Laotian land,
Non-secret now, we understand,
I drink your health in our non-wine
And send you this non-Valentine.

To Lester B. Pearson

My Valentine's imprinted thus:
Remember what you've promised us:
To each who in this land resides,
The moon — with jam on both its sides.

To Fidel Castro

In seizing power and Cuba's wealth,
The more you seize the more you squeeze
her:

Accept this little Valentine
Addressed to Cuba's Little Seizer.

To President Kennedy

Should we from U.S. butting-in
Be gloriously free,
You'll hear us sing, "O Kennedy,
We stand on guard for thee!"

To Trade Minister Hees

Accept, O super-salesman Hees,
This friendly greeting, if you please, —
But I'd be sad should it delay
Your selling Russian cars for K.

VIC

shown. But Lester Pearson, David Lewis and other national figures now in opposition could run such a conference to their own and their listeners' advantage. They should press for it vigorously if we are going to be as informed about our own politics as we are about American ones.

Pipeline Puttering

AFTER MUCH procrastination, the Government will shortly be announcing the form of its implementation of the Borden Commission's report. The Commission suggested the Government give the oil industry — dominated by U.S. corporations — twelve to eighteen months to work out some expansion in the amount of Canadian oil reaching

Eastern Canada markets.

It was quite clear by the end of twelve months that the industry was not going to do very much to ensure that desirable goal. Montreal refineries still depend largely upon Venezuelan petroleum — petroleum controlled by the same U.S. giants that have a grip on our own oil industry. Our 1959 trade balance with Venezuela was minus 158.7 million dollars — most of it accounted for by petroleum imports. Yet Canadian resources lie undeveloped.

Rumor from sources close to the Cabinet has it that Diefenbaker will announce his determination to see a pipeline built from Edmonton to Montreal in time for our Centenary. If so, he will be following the example of Macdonald and Laurier in at least one sense: great Canadian administrations have always been based on new advances in national transportation and communications. But these days pipelines (not to mention aviation and other forms) have replaced railways.

Unwanted Medals


WHEN PROFESSOR GEORGE STANLEY wrote his book on *Canada's Soldiers* (recently revised and re-issued by Macmillan) he sub-titled it *The Military History of an Unmilitary People*. Just how true that description is may be inferred from a communication we received the other day about unclaimed medals. In the vaults of the Department of Veterans' Affairs there are well over one million unclaimed medals — nearly one million from the Second World War and 65,000 from the First. This means that only one in ten men eligible for service stars in the 1914-1918 war ever got them and only one in three from the 1939-1945 one.

This does not, however, prove that we are getting less proud of our individual military service as the century progresses, only that the distribution of the medals was less efficient in the forties.

What happened was that the Department of National Defence ordered the medals struck and responsibility for their distribution was turned over to DVA along with the War Service Records. The task of minting more than three million medals proved so large



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new
delight
in a
drink?



REACH FOR
Ross's
APRICOT
BRANDY.

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from the makers of
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ROSS'S BRAND bottled in Great Britain

that they were not available until October, 1949. By that time a large proportion of the addresses in DVA files was considered unreliable so, to ensure prompt delivery to the many veterans anxious to receive their medals, it was decided that each veteran would make application for them.

Public announcement was made that the medals were ready, and post offices were supplied with application cards. Response was relatively brisk at first. As the flow of applications slackened, further announcements were made to remind the public, each resulting in a short-lived flurry of interest. Paid advertising was found to be too expensive so in 1958 it was decided to send out the stars and medals to the last-known address without waiting for formal applications. DVA believes this is the first time campaign stars and medals have been issued without application in any Commonwealth country.

Since 1958 some 2500 parcels have been sent out each month, including those sent in response to applications. As the addresses available to DVA are in many cases outdated, about 20% come back because the veteran has moved without leaving a forwarding address.

Most of those who haven't claimed their medals are entitled to only one or two, perhaps because they were too young to earn more, and therefore have less pride in their medals than those with several.

Whatever the reason our veterans are not claiming their medals, the Department of Veterans' Affairs is doing what it can to get them to their rightful owners, or their heirs; and hopes that, eventually, all will find a home. But it seems, on the face of it, a lost cause.

Skull and Cross Purposes

THERE WAS RICH comedy as well as some tragedy in the story of the "pirates" capturing the *Santa Maria*. The tragedy is in the manifest desperation of men trying to fight a dictatorship every bit as grievous as some of those which we fought a World War to destroy (The parallels between Salazar and Mussolini are not hard to find.)

But in an age when we talk glibly of the radar interception of missiles going at speeds in excess of 15,000 miles per hour at altitudes of over 500 miles, it was laughable to listen to the frantic attempts to locate a ship going fifteen knots scarcely more than a hundred miles from land. And even when she had been sighted from the air, still it took days for another ship to catch up with her.

Then there was all the talk of pirates and the need to rid the seas of such vermin, after which the U.S. Navy handled her new captain as if he had already taken over the reins of government in Lisbon, with an admiral and a diplomatic chief-of-protocol in the van of the boarding party.

But the interest in the incident to a journalist was the return for just one brief week to real news — news which had everyone buying successive editions of the papers and which needed no background stories to help the majority of subscribers to know what on earth (or the sea) was going on. Hard news! That's what the *Santa Maria* was, and what a pleasant change.

Protecting Innocence

FROM TIME TO TIME there is a great outcry against sex offenders. It only takes one brutal child rape anywhere in the country for militant women's groups to take up the old cries of castration of the rapist and permanent incarceration of exhibitionists and others. One of the people almost ignored in all this is the victim.

In Israel, however, it is the victim who has been looked after first. By a law passed in 1955 the child who is victim of a sex offence is rigidly excluded from police investigation. A special corps of "youth examiners" exists who alone have the right to question the victim of a sex offence if he or she is under fourteen. All evidence is taken by these people in the privacy of the victim's home and only when the questioning is completed will the examiner tell the police whether the victim may appear in court to give evidence which could convict the offender.

Even then the youth examiner appears in court to reassure the victim and to call a halt to the proceedings if he so wishes at any point. If the child is not in a fit mental condition to give evidence, or if the youth examiner feels a court appearance will be as much of a shock as the initial crime, then the evidence taken by the youth examiner may be admitted (though a conviction cannot be made on the examiner's evidence alone since he is not subject to cross examination).

Such a method of inquiry in this country might help to secure not only better treatment for the victim but also might lead to more sex offences against children being brought to court. For there is often reluctance, even though a crime has been committed, to expose the victim to further publicity. And the offender gets off much more lightly than he deserves.

HIGHER DIVIDENDS

for London Life Policyholders

*fifth
dividend increase
in the last
10 years —
new 1961 scale
will distribute
10 per cent more
in total
than former
schedule*

RAPID GROWTH OF BUSINESS REFLECTED IN COMPANY'S 86th ANNUAL REPORT

Insurance in Force gained by
\$408 million, now totals
well over \$5½ billion

1960 payments and amounts
credited to beneficiaries,
policyholders, and annuitants
exceeded \$105 million

Invested Assets now over
\$777 million . . . Mortgage Loans
reached half-billion dollar mark

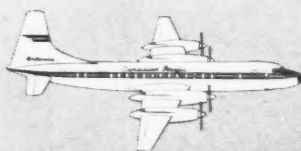
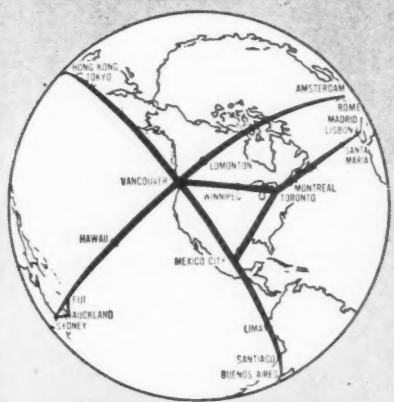
Further progress in business
of Sickness and Accident Branch
. . . payments to policy and certificate
holders totalled \$11½ million

LONDON LIFE INSURANCE COMPANY

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Maintaining means for "waging" nuclear war is waste of effort. Radar-controlled early warning system is nuclear deterrent.

Political Parties and Canadian Defence

by John Gellner

PERHAPS THE BEST way of characterizing the attitude of the average Canadian toward national defence is to say that he does not think much about it, and gets annoyed when he does.

Malinformed and misinformed — and for that, successive Canadian governments are principally to blame — he feels uneasy and suspicious when he hears of a new defence policy. He believes that much of the huge sums spent year after year for military purposes is wasted because of bungling by politicians and the incompetence of brasshats. And just because there is no informed public opinion in this country about national defence, there is little popular support for the Canadian defence effort.

The ordinary citizen cannot really be blamed for being bewildered and, as a result, angry. What else but bewilderment can be evoked, for instance, by the manner in which the Government has been dealing with the question of North American air defence?

It has cancelled an aircraft of original Canadian design, manufactured in Canada (the Avro Arrow), and has told the nation that this was done because the threat from enemy bombers had receded and was likely to vanish before the aircraft would be operational; consequently, the military advantages to be derived from having the Arrow would not be worth the cost.

Shortly after, that same Government contracted to spend money on the strengthening of existing radar lines (which are effective only against bombers) and for surface-to-air missiles with complex ground environments (also against bombers).

Recently, it has even indicated that it might purchase a fighter in the United States, the McDonnell Voodoo, inferior in performance to what was expected of the Arrow, although admittedly considerably cheaper. If the Voodoo was acquired, we would be back where we were at the beginning of 1959, with the only exception that the RCAF would be getting two American weapons systems for aerial defence instead of one Canadian.

The policy of the official Opposition is not any less confusing. In the same field of air defence, the Liberals have recently advocated complete Canadian co-operation in the North American Air Defence Command (including the interception of suspected enemy aircraft for identification) except for actual shooting. This is an absurdity.

Pacifism in its most irrational forms feeds in Canada on ignorance of the military dangers which we face, and on frustration. Conscientious and thoughtful persons who, much as they would try, cannot make head or tail of the military policies which are presented to them, end up by rejecting them all.

This is the reason probably why men such as Toronto's Rabbi Feinberg have espoused pacifism. At one time, he undoubtedly approved the West's armed resistance to Hitler or Israel's standing-up to the Arabs, but now he has taken up Kenneth de Courcy's thesis that it is better to surrender to the Communists than to risk a nuclear war.

To be acceptable to thinking people, a defence policy must make sense from the political *and* from the military points of view. It must also be consistent within itself; that is, every one of its facets must conform to the guiding principles underlying it.

Neither of these conditions is present in some of the defence policies currently offered by the national political parties to the Canadian citizen. This can be shown by an examination of parts of these policies concerned with the two military problems which worry Canadians most these days, nuclear weapons and our relationships to our allies.

The defence policy — if one can give it that name — of the CCF/New Party is on the lines traditionally followed by Socialist parties the world over when they are out of office, but not when they are in power (Sweden) or in expectation of acceding to power in the near future (West Germany). It is an atavistic throwback from the days of the class struggle when labor

looked at the military apparatus of the state as a potential instrument of oppression in the hands of the bourgeoisie.

To read the pronouncements on defence of our Socialists, especially those made at the Regina convention of the CCF in August, 1960, is to be transported back some thirty years to the perorations of such as George Lansbury. "British people demand . . . that the British Government give a lead to the whole world by initiating immediately a policy of general disarmament". (Had the British people heeded that call, Hitler would have won the war in 1940, after all). An only somewhat less extreme policy was advocated by British Labour at Scarborough, last year.

Our Socialists are right in step. They want Canada to eschew nuclear weapons; get out of all military alliances (they named NORAD and NATO, but somehow forgot the Ogdensburg Agreement); and concentrate on working toward the millennium of "complete and universal disarmament", while utterly defenceless herself.

In a recent address on the CBC, National CCF Leader Hazen Argue rejected the accusation that his party's defence policy was simply a call for the most barren kind of neutralism. If it is not, we would like to know what is. Clearly, Canada's Socialists have chosen to disregard two historically proven facts: that disarmament follows peace, not peace disarmament; and that to be safe as a neutral, a country must be both militarily strong and comparatively unimportant.

In his speech to last month's Liberal Party rally, the Rt. Hon. Louis St. Laurent described the Party's leader, Lester B. Pearson, as a master of "realistic and fruitful compromise". We would agree unreservedly that the Liberal defence policy is a compromise, and one which may be politically fruitful. It does not, however, appear realistic from the military point of view, at least not in some of its most important aspects.

We have already mentioned the curious attitude which the Liberals have taken at their rally in the question of Canadian membership in NORAD. It seems — at least this is how a leading Liberal explained it to me recently — that this particular resolution turned out as it did because of a tactical slip-up followed by some bad drafting. A vocal group in the defence policy committee wanted the Liberal Party to declare itself for an immediate abrogation by Canada of the NORAD agreement. As no sound military reasons were given for such a step, the draft resolution looked like another demon-

stration of plain anti-Americanism.

The more responsible members of the committee, led by C. M. Drury, a former Deputy Minister of Defence, thereupon intervened. It was obviously difficult to hit upon a formula which would cover the contradictory positions of Canada remaining in NORAD, but rejecting nuclear arms under single (U.S. or Canadian) or joint (U.S./Canadian) control. They came up with one whereby Canada would go along with NORAD, up to and including "identification", but would not carry out "interception".

The words were obviously ill-chosen — "identification" is done visually by a fighter under ground control, and "interception" must thus precede "identification" — but the sense of the resolution is quite clear. Because this may involve the use of a nuclear weapon, the Liberals would like to do everything but the shooting. This may be a



Rabbi Feinberg espouses pacifism.

fruitful compromise. It is not a realistic military policy. In fact, it is rather funny — if one has a macabre sense of humor.

Yet the Liberals could have decided for contracting out of NORAD without making themselves in the least suspect of wanting to make political capital from America-baiting. To do so, they, for once, would have had to break with the habit of approaching a defence problem only from the political point of view. For an active air defence of North America, whether in NORAD or out of NORAD, does not really make much sense from a strictly military viewpoint.

To explain this fully, one would have to go in some detail into the question of nuclear war. Let me thus make only the following dogmatic statements and leave it to the reader to test them himself: An air attack against this con-

tinent is utterly unlikely except in the course of all-out nuclear war. Such a war can be deterred, but it cannot be waged. The deterrent, represented by the overwhelming nuclear striking power of the United States, does not require active air defence (i.e. fighter aircraft, missiles, and the means for directing them) for its protection; it is protected by the hardening of bases, dispersal and mobility. This being so, maintaining means for waging nuclear war is just a waste of effort and resources.

In the case of Canada and NORAD, the interception radars of the Pinetree Line, and the defensive fighter and surface-to-air missiles with their ground environments, come under the category of "means for waging nuclear war". What is left (apart from passive defence, which is national) are communications, early warning systems, help for the offensive forces constituting the nuclear deterrent.

We had provided all this before NORAD existed, and we would undoubtedly continue to do so even if we bowed out of that organization. The operation of fast (and armed) aircraft for the patrolling of our skies to guard against occasional intruders, such as reconnaissance aircraft, should logically be a national responsibility.

This, we submit, would have been a rational policy for the Liberals to adopt, one based on a clear military principle which, in the present stage of weapons development, would be difficult to refute. Such a policy has been widely advocated (and repeatedly in the pages of SN); many responsible and thoughtful officers in the Canadian armed forces support it privately, but they are not allowed to do so publicly.

The desire to be in tune with Canadian public opinion also seems to have prevented the Liberals from taking a strong stand on the question of Canada's role in NATO. They did not come out against the limited nuclear war strategy of NATO, but merely said that the Canadian forces assigned to the alliance should not have nuclear weapons except, perhaps, if the latter could be "under NATO control".

Here again is an example of fruitful, but unrealistic compromise. Two methods of giving to NATO its own nuclear arms have been suggested. One is official and practicable, but would be totally ineffective. The other, unofficial, would be effective, but is not practicable. Briefly, General Norstad, Supreme Allied Commander Europe (SACEUR), wants certain nuclear weapons to remain under physical control of the United States, but to be allocated to NATO; all 15 NATO nations would decide on their use, with each of them

having the right of veto.

Alastair Buchan, Director of the (British) Institute for Strategic Studies, would have nuclear weapons in NATO hands. The order to use them would be given by a Supreme Allied Commander Deterrent (SACDET), of whatever nationality he may be, on the basis of previously agreed "rules of engagement". Thus in one case there would be 15 fingers on the trigger, each of which could prevent all others from pulling it; in the other, there would be one finger, but it is unlikely that agreement could ever be reached on whose it should be, and under what circumstances the trigger should be pulled.

Pearson inclines toward General Norstad's plan, but he would like it improved by giving to a smaller committee the right to ask the United States for the release of nuclear weapons for NATO use. Spaak, Secretary-General of NATO, who has similar ideas, has spoken of a committee of five nations instead of 15. It is pretty obvious that membership in it would give rise to endless dispute; that decision by majority vote in the committee would almost certainly be unacceptable; and that veto rights would paralyze a committee of five as much as one of 15.

In respect to NATO, the Liberals had an opportunity to call for a definition of the military mission of the alliance in the sense that it would be to deter and, if need be, to wage, limited war without resort to nuclear weapons. They could have spelled out the contribution which Canada may make to NATO forces organized for such a purpose. Again, this would have been a defence policy based on valid military considerations. What in fact the Liberals did, was to approve, implicitly at least, NATO military policy as it is now, but to make Canadian participation in it more difficult.

How the Conservative Government came to commit Canada to partnership in NORAD is a matter for conjecture. The sequence of events which led up to the conclusion of the treaty in 1958 was this: A joint North American air defence organization was mooted for a long time, without the project ever being tackled very seriously. The Americans themselves were not pressing — in 1955, the then U.S. Secretary of Defence, Charles E. Wilson, considered it neither politic nor necessary to approach Canada on the subject.

In Canadian service circles, at any rate, the capability of the Soviets to attack North America with bombers was not rated highly. Then, in the Spring of 1957, the Americans for some reason were seized by a new sense of urgency. General Nathan F. Twining,

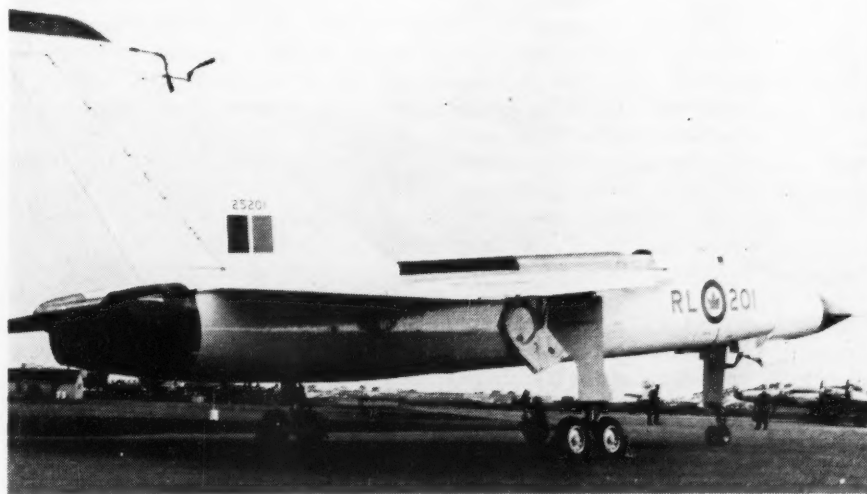
who was then Chairman of the (U.S.) Joint Chiefs of Staff, and who had remained unimpressed a year earlier by the bombers which the Russians had shown him at Tushino, seems to have had a change of heart. Discussions on the establishment of NORAD were given a new impetus.

The Americans activated the headquarters unilaterally on August 1st, 1957. A few months later, Canada joined formally. Mr. Pearkes was completely sold on the idea — on relinquishing the office of Minister of National Defence he went out of his way to refer to the conclusion of the NORAD agreement as the crowning achievement of his political career — and he obviously was able to persuade a Cabinet which was new in office, beset by many vexatious problems, and at any rate only mildly interested in defence matters.

That same Government also agreed

the change of role of the Air Division notwithstanding, Canada is not really committed to arming her forces with nuclear weapons. And in a recent interview with the Minister of National Defence, I got the impression that, in the Government, thought is already being given to *how* to make the switch, although Harkness, of course, did not admit that the switch will in fact be made.

If such a change of policy comes about, it will again be one which will be caused entirely by political considerations. Being left with a program (slated to cost several hundred million dollars) for the manufacture of an aircraft (the CF-104) which the air force almost certainly would not have wanted if it had not been given the new strike mission; with a lot of concrete poured on launching sites and installations for the ground environment of Bomarc; and with all the ill effects in terms of



Tory government scrapped Arrow, now talks of purchasing U.S. fighter planes.

to a change of the role of the Canadian Air Division in NATO, from interceptor-fighter to strike-reconnaissance, that is, from defensive air fighting to offensive operations with nuclear weapons. Later, when the Avro-Arrow was cancelled, Bomarc was accepted, a surface-to-air missile useful only if it carried a nuclear warhead.

The opposition parties can say with justice that it was the Conservatives who put Canada into the nuclear business; the Conservatives will have a hard time denying that charge and that of inconsistency if and when they decide to turn with the wind of public opinion also, and foreswear nuclear weapons.

It is now obvious that they would very much like to foreswear them. In these last few months, Cabinet Ministers from Prime Minister Diefenbaker down have asserted that, NORAD and

public confidence in defence planning, would be awkward but not decisive. Military requirements somehow always seem to get lost in the shuffle.

It was not always thus, although one would have to go back to the late Brooke Claxton to find a Canadian Minister of National Defence who was prepared to see the military side of a defence problem first of all, and to fight for the solution which was the soundest militarily.

Harkness may well prove to be a man of the same calibre, if he is given the opportunity. He brings to his present post much experience with tackling the seemingly insoluble. The country certainly needs a Minister of National Defence who can overcome public apathy and suspicion, and restore confidence in Canadian military policy. Let us hope Harkness is the man.

The Ties With Britain Are Loosening

by Donald Gordon

THE NEXT TIME Canada feels an attack of anti-Americanism coming on, it might tone it down with some considerations of the difficulty of getting out from under the American umbrella.

The sobering facts:

(1) We can't cosy up with the British much more — economic and social problems in the UK actually suggest that a loosening of ties is more likely over the next decade.

(2) Western Europe, our other possible relief partner, is wholly wrapped up in its great trading experiment — with protections and political overtones that threaten a chill reception to any additional Canadian overtures.

The idea of closer Anglo-Canadian contacts is the most attractive on the surface. For many on each side of the Atlantic, there is a strong tie of blood and sentiment. The economies appear to complement each other. Both partners are politically equal in the never-never land of middle power status, and both practice the eminently sane parliamentary form of government free from the public miscues of the American system.

Therefore, say the proponents, why not step up the pace of Anglo-Canadian trade, encourage more UK investment in Canada, embark on a programme of joint defence projects and pool our ploys in foreign affairs? Then, the southward pull of the United States giant would be progressively weakened as the alternative emerged to present dependence on American markets, money, management and materials.

That's the argument; but sadly, the facts don't bear it out.

To begin with, in dollars and cents terms, Britain is in such an economic state right now that any expansion of

trade or increase in investment with Canada is virtually impossible. In fact, the familiar spectres of import control, exchange regulations and credit controls are once again being hinted at on the margins of current British trade reports.

Even with the tag-end benefits of backlog orders for ships, aircraft and motor cars to buoy up last year's figures, British exports for 1960 lagged more than £1,000 millions (\$2.8 billions) behind the value of imports. So-called "invisible" items on the trading account such as insurance and brokerage helped make up some of this deficit, but not all.

"The outlook is uncomfortable," concludes the notably unhysterical British National Institute of Economic and Social Research. The balance of payments position "is still weak," prospects for exports are not bright.

"Frankly, Canada can't expect too much from trade with the United Kingdom for this coming year," warns a senior London economist. "We are already running a deficit of about £37 millions (\$100 millions) a year on the trade. Much of past business has been in motor cars, aircraft and aircraft spares and capital goods. For this coming year, there is a higher tariff (in effect) on British cars, the value of the Canadian dollar has gone down about 4% and may go lower, we have few new marketable aircraft and your Canadian recession has cut back seriously on orders for capital equipment.

"In these circumstances it is unlikely that we will sell more goods to Canada. And, by the same token, it's equally unlikely that we will be able to buy more from you."

That dampens any idea of a mammoth trade switch. And much the same goes for capital investment.

Commenting on the prospects for private investors in Canada after December's baby budget, the *Investors Chronicle* concludes: "Overseas subscription to Canadian issues will decline and Canada will need to finance her own development to a much greater extent. She is willing to do this because she believes that continued importation of capital does not get rid of 'structural' unemployment — that is, the presence of unemployment due to the organization of the economy itself and not its temporary condition."

In other words: Canada isn't an attractive place to put cash these days and probably won't be for a while either (The paper adds: "The economy continues to jog along, without any strong indications of recovery from its 1960 minor recession.").

Defence co-operation? As far as UK experts are concerned, the problem there is simple: What do you co-operate on? Even the British satellite — the biggest of present prestige projects — uses an American rocket, an American launching base and an American casing for the British measuring instruments. In the tough and expensive world of modern weapons, the few extra millions that could come with a combined effort are peanuts, the few extra brains working together are ludicrously outnumbered by the mammoth American program.

Political co-operation? "It's extensive and intimate already," say Whitehall spokesmen, a shade stiffly. "There is the fullest possible consultation among all the Commonwealth members."

True enough as far as it goes, but such a time-honored claim is being devalued nowadays by the hard pressures of conflicting interests.

For Britain, there's no question of discounting the Commonwealth (or specifically Canadian) link; it's just a case of being forced to accept the realities of the new Europe, the differences of attitudes within the Commonwealth itself and some basic clashes of assumptions on East-West relations.

In the deep and secretive fishing that's entailed, some of these possibilities emerge:

Britain must get into the political

Higher tariff on British cars will curtail U.K. auto exports this year.



club that's emerging from the European Common Market and Free Trade Area schemes. That means ever-closer links with West Germany (the most promising lever for inside information and possibly membership) and a remorseless trend towards surrender of special privileges granted to Commonwealth nations in return for ever-closer European collaboration.

Teams of British and German experts have been working on schemes for greater integration between the Six and Seven since last September. Talks scheduled to start on February 9th between Dr. Adenauer and Prime Minister Macmillan are expected to unveil far-reaching proposals. In all this, Canada and the rest of the Commonwealth will have to take a back seat.

Within the Commonwealth, there are fundamental splits over practice and procedure. On the South Africa question, for example, Britain's policy (reflecting trade and protectorate problems) calls for re-admission of the Union at this year's Commonwealth Prime Ministers Conference.

Canada's (seen here to reflect the enigmas of morality and Diefenbaker)

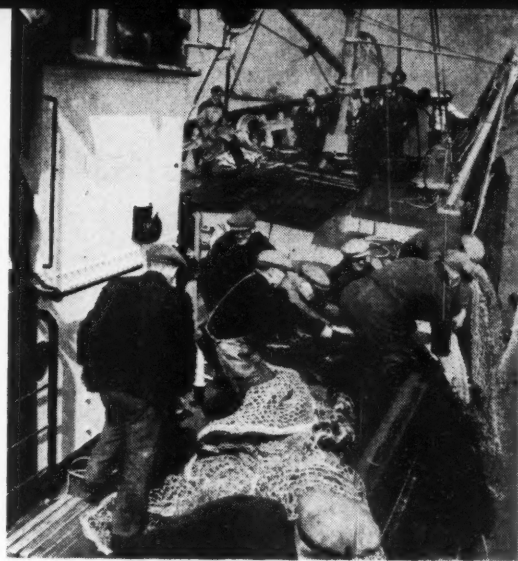
there's a growing social problem that bodes ill for the future.

It centres on the West Indians, but unavoidably involves the whole Commonwealth.

During the last year more than 50,000 West Indians poured into Britain—three times the number for 1959 and an alarming increase in the nation's unskilled labor force at a time of growing unemployment and business recession. Government surveys indicate that the total non-white population now has grown by more than 175,000 since the mid-1950s. By the end of this year it will total more than 300,000 persons.

The result: "Unresolved color problems" are already conceded to exist in the major industrial centres of London, Birmingham, and Nottingham; for the first time, the basic principle of free, unfettered entry for all Commonwealth citizens into Britain is showing signs of breaking down.

And it looks worse for the future. In the West Indies, more than a million persons are due to reach employment age during the next five years—few with job prospects at home. In Britain itself, the equally large surge of war-



Staple exports like fish to decline.

all Commonwealth entry by demanding either proof of employment in Britain for all prospective residents or the names of relatives willing to assume full financial responsibility.

Barring a dramatic change in the present immigration pattern, legislation to this effect is expected to be put before Parliament within the next 12 months. If it's passed, yet another of the Anglo-Canadian links will be gone—as far as the law is concerned, we will have roughly the same status as the average European when it comes to knocking at the British door.

Well then, what of Europe as our partner against the American tiger?

Many of the same arguments apply: Europe, especially France and West Germany, isn't interested in buying much more from Canada right now. Primary products (our principal offerings) aren't in as great demand as a result of the general slowdown in industrial expansion. Alternative sources within the Common Market itself are better able to compete in providing such staples as chemicals, fish, lumber and some agricultural products, especially in view of the progressive lowering of internal tariffs.

Meantime, the prospects for exports to Canada are seen as the worst in the last five years as a result of the Canadian slump.

And most important of all is the point stressed by the shrewd London *Economist*: "A relationship between America and the new Common Market colossus is being forged under our eyes at this moment, possibly even closer and more 'special' than the Anglo-American alliance." So, no matter what the potential of Euro-Canada we may, in fact, just be too late.

A bemused Briton summed up the whole unfortunate situation after the Summit Conference collapsed last spring: "I suppose we all feel a little testy about the Americans these days. What a pity we can't afford to do very much about it."



Influx of unskilled West Indians poses growing social problem for the future.

is thought to involve postponement of the whole issue for a year. Increasingly, Canada is regarded as an ally of the new African and Asian members, while Britain (again for harsh reasons of economic survival) is pulled towards the fold of the other "white" dominions.

In the larger arena, there are known differences over the recognition of China, the way to negotiate disarmament, the use of the UN, and the reorganization of NATO. (One less reverent Fleet Street describes Anglo-Canadian foreign policy co-operation as "a challenge to combine the evils of incoherent evangelism and unspoken opportunism.").

And, to add to the present difficulties,

time-born teenagers will also be coming from the schools to the labor market place. Unless something is done to slow down the influx, a very nasty race problem stemming from unemployment is foreseen.

What to do? The informal controls; information offices; in the West Indies, gentlemen's agreements on immigration between governments—have failed to work. Specific prohibitions aimed at the West Indies alone are politically impossible.

But, as London's *Daily Telegraph* noted in December, "it is expected that the Government may introduce legislation to regulate entry in the future."

The only possible way: Control of

Sex and the Selling of Light Bulbs

by R. M. Baiden

"A LIGHT BULB," expounded the keen young man from Canadian General Electric "is really a very ho-hum thing. What I mean, is you never think about light bulbs until one of them burns out and then what you think is why don't they make these things so they last longer. All very negative you see. What we wanted to do was to have people feel attracted to our light bulbs and feel that they want to buy them; that's why we got keyed up on this new package."

But if light bulbs are "ho-hum" to the average person, the light bulb business — estimated at 50,000,000 units a year — is not a matter of indifference to the manufacturers. With a major share of this low-price, high-profit market at stake, CGE felt the time had come to change consumer attitudes about light bulbs. The result was the introduction a short time ago of the new CGE Shadow Ban and Best Buy

salesman. It must make a prospective purchaser choose the CGE bulb in preference to another. Early results indicate that the new packages are succeeding remarkably well. How was CGE able to pull it off? Let the two CGE people most concerned, Arthur J. Ferri, specialist — marketing research, lamp department and F. R. Johnson, merchandising manager — retail market, lamp department, tell it in their own words.

"Actually, the whole thing got started about 3½ years ago when we decided we just had to do some research into the market to find out where the business was. The research boys discovered — and this really shook us — that most of our bulbs, or lamps as we called them then, were sold through food stores. Before that we had always assumed that most of them were sold through our GE consumer franchise

"By then we knew we were in trouble. We were selling a product by self-service that just wasn't geared for that kind of selling. But then we were lucky because we had a new product — the engineers had been able to shrink a 100-watt bulb down to the size of the old 60-watt bulb. We called this the Shadow Ban bulb, redesigned the package a bit and ran away with the market.

"But the trouble was that most people just walked into stores and bought one bulb at a time. Our four-packs were just display pieces for all the bulbs they sold. What we had to do was discourage people from buying one bulb and realize that people could buy two two-packs and get variety in wattages instead of just buying one four-pack.

"Anyhow, at this stage we had all the research facts but we needed somebody to handle the graphics. This is where we were really at sea because we had no idea how to translate what we thought we needed into design requirements for a package. So we took our problem to Art Associates in Toronto and they designed these new packages and then had them checked by the Color Research Institute in Chicago and we had M.R.C. Ltd. of Montreal run psychological tests on the names to see how well they would sell. All the results were good."

This key step, of translating research findings into design requirements was under the control of J. H. Roberts, Director, Packaging Division, Art Associates Ltd. Here is how he saw the problem.

"The problem was to separate the identity of Best Buy and Shadow Ban but still to show that Shadow Ban was the best while Best Buy was also good—but not quite as good as Shadow Ban. This is what CGE calls their 'Ford-Lincoln' concept.

"The first thing we decided on was that the picture of the light bulb on the package should be only symbolic in nature to tie in with the name Shadow Ban. So we designed the Shadow Ban package first on the theme 'let's banish shadow'. The package had to be a marriage between design and semantics: the light bulb symbol had to be light and the background dark. We also needed clean vertical and horizontal movement on the package and a strong statement



Intensive research resulted in bold new packages designed to spark sales.

packages — a product of the first scientifically researched and controlled program the company has ever carried out to merchandise light bulbs.

As subjects for a full-scale packaging treatment, light bulbs are a natural; they have, in the lingo of the trade, absolutely no sex. There is little — if any — reason for the average purchaser to choose the bulbs of one manufacturer in preference to those of another as far as quality is concerned. This is a case where the package must be the

stores.

"We found a lot of other things that didn't make us look too good either. For one thing, we found that consumers simply didn't care one way or the other about light bulbs — you know, they're either on or they're off. When we asked them if they found any problems in buying bulbs they said no. But our in-store observations showed there was a problem: people took longer to buy light bulbs than to buy almost any other product.

of wattage.

"The next thing was to put the Best Buy package into the same family but to show that Shadow Ban was better. We did this by using color bridges of red, white and blue and kept the image of the bulb symbol.

"Then we added in yellow components on the Best Buy package because we knew that yellow would downgrade sufficiently from the blue Shadow Ban package to suggest that Shadow Ban would be more expensive — the great common denominator in color in most of North America is that yellow downgrades. So we kept the image constant, brought in blue horizontal lines to break up the yellow in Best Buy and to help the white stand out and went for a stronger registration of the GE monogram than on the Shadow Ban to suggest quality. Then we went on to the color tests, ocular tests and psychological tests."

These three sets of tests were designed to evaluate the new packages in terms of display effectiveness and the degree to which they conveyed the "correct" psychological meaning of the two product lines so that maximum sales would result.

To measure display effectiveness, CGE sent the packages to the Color Research Institute in Chicago. Here, by means of special instruments known variously as visuometers, ophthalmographs or eye-cameras which measure involuntary visual responses, CRI evaluated these characteristics of the designs:

- Visibility of the package from the shelf;
- Readability of the brand name;
- The eye-flow and attention-holding power of the package.

In this series of tests, CRI reported as follows:

"Shadow Ban as a whole has good visibility from the shelf. The readability of Shadow Ban is also good. Eye-flow and attention-holding are excellent. In Ontario, the Blue rates good in preference and very good in memory retention. In Quebec it rates very good both in preference and in memory retention.

"Best Buy bulb (package) as a whole has excellent visibility from the shelf. The readability of Best Buy bulbs is very good. Eye-flow and attention-holding are excellent. In Ontario, the Yellow rates low in preference and excellent in memory retention. In Quebec, the Yellow also rates low in preference, but much higher than in Ontario. The Yellow rates excellent in memory retention, also in Quebec."

In measuring eye-movement, CRI noted that for the Shadow Ban package:

"Eyes fell on bulb illustration, moved to GE, to 100, back to GE, to Shadow,

to GE, to Ban, back to 100 and left package. Attention was held on bulb and on 100."

For the Best Buy package, CRI noted: "Eyes fell on bulb illustration, dropped to 100, moved to GE, up to Best Buy Bulbs and left package. Attention was held at each point."

So far, so good. But just because the packages were clearly visible on a store shelf and compelled quick, easy reading of the vital information, there was no assurance that people would buy them. What was necessary now was to be sure that the package evoked the desired psychological response from the prospective purchaser and that the purchaser transferred this response to the light bulb itself.

This aspect of the merchandising program actually began somewhat earlier than the ocular measurement, readability and visibility tests because of the importance of having the psychologically "correct" brand names for both lines of bulbs. In April, 1960, M.R.C. Ltd. of Montreal reported its findings to CGE after "an investigation to evaluate a series of proposed names for G.E. frosted bulbs".

This research involved interviews in the homes of 102 English-speaking respondents, fairly evenly divided between housewives and male householders. All persons interviewed normally purchased light bulbs for their homes. Four alternative names were studied as running mates for Shadow Ban. They were: Valubulbs, Efficiency Bulbs, Econolite Bulbs and Best Buy bulbs. These names were tested in comparison with Shadow Ban and Budget Bulbs.

All respondents were queried about Shadow Ban, Budget Bulbs and two of the proposed names. The different names were presented in the various combinations and permutations to eliminate the possibility of bias due to sequence. Accordingly, Shadow Ban and Budget Bulbs were discussed by all respondents and each of the test names by about 50 respondents. Respondents were asked to:

- Describe their perception of the ideal light bulb;
- Imagine what bulbs called Shadow Ban and Budget Bulbs would be like;
- Imagine what two of the proposed bulb names would be like;
- Estimate the cost of the various light bulbs;
- Rate by a profile test the ideal light bulb, Shadow Ban light bulbs, Budget Bulbs and two of the proposed names;
- Select the brand of bulbs they would like as a prize;
- Specify which of the names discussed applied to four unidentified bulbs they were shown.



John H. Roberts controlled program.

The accumulated data were then coded and transferred to I.B.M. punch cards and analyzed statistically.

M.R.C. used two methods to learn what those tested felt an ideal bulb should be. They were first asked to describe an ideal bulb in response to open-end question. ("I'd like you to use your imagination now. Think for a moment of a light bulb. Try to imagine one that you would consider perfect in every way. Would you tell me everything about this perfect bulb that came to mind?") and then they were asked to rate the ideal bulb by the Semantic Differential, or Profile test. This test required respondents to indicate which of two polar adjectives, or phrases, was appropriate. These adjectives included designations such as strong — weak; soft light — harsh light; gives few shadows — gives many shadows; provides little eyestrain — provides much eyestrain; good value — poor value; long lasting — short lasting; uses little electricity — uses much electricity; high quality — low quality; modern — old fashioned; like it — dislike it.

In evaluating these tests, the report noted that respondents were "most concerned with the quality of the light produced (mentioned by 82 per cent) but showed greater concern with size and shape than was true in the past."

"The responses to the open-ended questions concerning the various bulbs ... definitely show that while the Shadow Ban name evoked responses which primarily referred to favorable qualities of the light, the most frequent responses regarding all the other names referred to price and economy.

"There is the suggestion, then, that while all the 'economy' names suggest economy, Budget bulbs, in particular, and Valubulbs and Econolite bulbs, to a lesser degree often suggest inferior quality than Best Buy or Efficiency. Among these names, Best Buy appears to have the best 'quality-economy' connotations."

Perhaps the most startling results, however, emerged when those questioned were asked to estimate what price each bulb would sell for. Here clearly, was an important indicator for pricing. The following table shows the average estimated price (in cents) for each brand.

Shadow Ban	37.0
Efficiency Bulbs	29.3
Valubulbs	27.9
Best Buy bulbs	26.5
Econolite bulbs	25.8
Budget bulbs	24.6

"In general" the report states, "the rating of Shadow Ban most closely approached that of the ideal. It obtained the most favorable ratings on the 'provides even light' and 'high quality' scales and, in general, appeared to have a good color image. Its only serious inadequacy appeared to refer to its perceived relatively high cost.

"Shadow Ban quite clearly fits the

'Lincoln' concept. There is, however, some suggestion that it is possible for the brand to price itself out of the picture. The price differentiation made between Shadow Ban and the other brands seems to be greater than is actually the case. 'It only costs a little more' would seem to be the kind of message that may be required from time to time."

In evaluating the other bulbs, the report noted that Budget bulbs "tend to be seen as an inferior quality product"; Valubulbs "obtained moderate scores throughout"; Econolite bulbs "was very similar to that for Budget Bulbs"; Efficiency bulbs rated very similar to Shadow Ban except that while suggesting a high degree of quality "at the same time are seen as relatively inexpensive and economical"; Best Buy ratings closely paralleled those of Efficiency but showed "a substantial edge on the 'inexpensive' scale".

When asked which bulb they would select as a gift for themselves, 69 per cent chose Shadow Ban, 20 per cent chose Efficiency, 18 per cent Best Buy; 10 per cent Valubulbs; six per cent Econolite and three per cent Budget.

Again, so far so good. CGE now had names for its two classes of bulbs which carried the desired connotations and had packages which on the basis of

laboratory tests had the necessary qualities to be effective salesmen. All that remained was to test the public's reaction — to see whether the public would buy.

To get the answer, CGE used association or sensation transference field tests. In these tests, the consumer is interviewed in the home and is shown the packages to be tested, in this case, the Shadow Ban package and a package from each of CGE's two major competitors. These are not discussed with the respondent who is given a list of polar adjectives describing light bulbs and their effects, as in the previous tests to choose the most satisfactory name.

The respondent then is asked which of the three light bulbs—not packages—he associates with each adjective. By this process, the respondent transfers whatever effect the package has to the light bulbs inside. Favorable associations occurred in 70 per cent of cases tested for Shadow Ban while both competitors scored less than 50 per cent. The same test for Best Buy bulbs against the corresponding competitive brands showed favorable associations in 83 per cent of cases while competitive brands again scored less than 50 per cent.

Only one further test remained: how could the Shadow Ban make out against Best Buy, a more likely merchandising situation than competing against other companies' products? Would the Lincoln-Ford combination support the price differential? For the following three reasons, CGE felt it would:

- Through brand name. Association tests had shown that Shadow Ban implied a high quality product with premium benefits, while Best Buy implied a good workhorse at a reasonable price.
- Through color. Tests had shown that the color of the Shadow Ban package had a much higher consumer preference rating than the color of the Best Buy package.
- Through package design. Art Associates had conveyed a higher quality appeal with the Shadow Ban design.

The field test results bore out this thinking. Favorable associations for Shadow Ban in competition with Best Buy were recorded at 73 per cent; consumer preference for Shadow Ban held at 76 per cent and price association put Shadow Ban at 59 cents compared with 51 cents for Best Buy.

The final test—did the consumer buy it—is still going on. CGE, however, is confident that consumers will buy it. After all, light bulbs—or at least their packages—now have sex aplenty. And nobody ho-hums sex.

Light Bulbs — Why They Burn Out

LIGHTING ENGINEERS have one axiom in designing filament-type lamps: the longer the life of the bulb, the lower the efficiency of its operation. Alternatively, this becomes: the higher the efficiency, the shorter the life.

Tungsten is—so far—the most satisfactory filament material. It can be burned quite close to its melting point (3,655 degree K) for the intense blue-white light of the photo-flood or as low as about 2,000 K to give the reddish light in the infrared heat lamp. Photoflood lamps last about three to 10 hours; infrared lamps about 5,000 hours.

Three considerations determine the lowest cost per unit of light within this range:

- # Cost of the bulb itself
- # Cost of the electricity used
- # Labor cost of bulb replacement

In most cases, the cost of the power is the major item. For this reason, and as the accompanying table indicates, most bulbs are built to last for about 750-1,000 hours.

Life in Hours (Ave.)	Filament Temperature Approx. °F.	Efficiency- Mean Lumens per Watt	Relative Light Output	Relative Cost of Light	Cost of Energy to Consume 1 Lamp	Cost per Million Lumen hours
5	5372	30.3	195	797	\$ 0.0135	\$15.65
50	5032	22.25	144	165	0.135	3.24
300	4790	17.55	113	101.4	0.815	1.99
600	4698	15.97	103	99.5	1.625	1.95
750	4670	15.5	100	100	2.03	1.96
1000	4628	14.9	96	101.5	2.71	1.99
1500	4580	14.14	91	104.3	4.06	2.05
2000	4560	13.82	89	105.5	5.42	2.07
2500	4545	13.58	87	106.4	6.78	2.09
5000	4470	12.56	81	113	13.50	2.22
10,000	4340	11.0	71	128	27.10	2.51
100,000	4040	8.09	52	173	271.00	3.40



Law in a democratic society should reflect what society wants; responsibility for its effectiveness is onus of citizens.

Vigilance Is the Price of Law Reform

by J. D. Morton

RESPONSIBILITY FOR THE law of the land rests squarely upon the shoulders of the citizen. That is why lawyers not infrequently take refuge in the philosophy of "We gives you what you wants" when taxed with some real or apparent defect in our legal system. And the philosophy is not a bad one even though lawyers admittedly have a special responsibility for law as, if you like, its custodians.

Law in a democratic society should therefore reflect what society wants, and contemporary society, in my view, is sadly remiss in communicating just what its wants are. Law is not, after all, some evil which is always to be with us. Being the very skeleton of society, in social terms it is intrinsically good. When it shows a weakness, it may advantageously be subjected to therapy and, in the extreme case, surgery.

The citizen may think that such changes are the lawyer's prerogative: "Law is so complex we must leave it to you lawyers!" But to trust the lawyer is not to turn a blind eye to the law. We lawyers are so close to law that it might well be said that we have difficulty in distinguishing the wood from the trees.

One of the major troubles about law — relying as it does so heavily on precedent — is that when a law is systematically applied over a long period, it appears to work. It produces an an-

ticipated result and whether the result is that originally intended and whether it is good or bad tends to become insignificant to the now rather shortsighted operator.

This reliance upon practice is not peculiar to lawyers. It would be well to remember that for well over a thousand years, doctors treated pernicious anaemia by bleeding the patient.

One of the major functions of the law school is to remedy this inherent shortsightedness among the practising profession. From the ivory tower it is possible to take a longer view. And yet even law teachers soon grow to think like lawyers. Perhaps only chess players can appreciate the delights of this most ancient and intellectual vocation.

There is a natural and yet socially deplorable tendency to evaluate the result only in terms of the rules of the game. It is here that the lawyer must return to the market-place — and it is the intention of this new series of law articles in SATURDAY NIGHT to do exactly that. For only the existence of an informed, responsible and articulate citizenry can ensure that law is reasonably representative of society's wants and desires.

The architect of society is, in a democracy, the legislature. Regrettably, the trend in social architecture inside the legislative buildings seems to be as erratic as that which created the outside

of such curious erections as the Ontario Parliament Buildings in Toronto. New laws are piled on old rather in the way that minarets, pyramids and domes are piled on the foundation of that Victorian horror.

(It always reminds me of the Brighton Pavilion in England of which the Rev. Sydney Smith is reputed to have said "It looks as if St. Paul's had gone down to Brighton and littered!")

Might it not be that there are some cracks in the basic structure and that our architects might serve us better by having another look at the basement? For example, many of us are at this time of the year personally concerned with the law relating to income-tax.

The social policy behind the imposition of income tax is, of course, that the cost of certain social services should be spread over society. The method of spreading this cost is to impose a tax on each citizen proportionate to his means. Income tax law, first of all, ensures that each citizen's share is properly calculated and then, by providing penalties, makes sure that he pays up!

This all seems quite simple. If the law sees to it that each citizen pays a fair share it would seem to be doing all that it is required to do. But do you remember what happened to Al Capone, the notorious Chicago gangster? Many of us have seen a TV play



Toronto's Parliament Buildings: New laws on old likened to this "Victorian horror".

or a movie or read a book about his rise and fall.

Capone finally went to jail not for murder or robbery or bootlegging or vice but because he had failed to pay income tax on the profits of these "businesses"! In other words, Elliot Ness was an income tax man! On the face of it, all that society wanted was not the eradication of the vice but merely a share of the take!

So far, we have had no Capones in Canada. Two recent Canadian cases did, however, raise very similar problems. Both originated in British Columbia and we shall call the first (Weber v. Pawlik [1952] 2 D.L.R. 750) *The Case of the Deceived Partner*.

This was a partnership action in which a man X alleged that his partner Y had swindled him by concealing the true earnings of the partnership. X had left the whole management of the business to Y who had given X statements as to the profits. At the trial, X alleged that Y had given him false statements showing the firm to be in a poor financial position and that he had eventually sold his interest to Y at a considerable under-value.

X further alleged that it was the practice for Y to make income-tax returns for the partnership and that those returns showed the partnership's true earnings. Indeed, after he had sold out, he had been assessed for taxes on these true earnings of which he had been unaware.

The Minister of National Revenue objected to the production of these returns at the trial where X intended to use them to show the true profits of what was his own firm. Why did the Minister object? He objected on the ground that production of income-tax returns would not be in the public interest.

In order to secure the maximum revenue for the Crown, it was necessary that the tax-payer should be absolutely confident that his returns would be kept secret. A divisional Court of

Appeal in British Columbia held that the Minister's decision was final and the returns were withheld. This, it must be conceded, is a perfectly proper result if the only concern of income-tax law is the collection of revenue.

What if this problem had arisen in a criminal case? It did soon afterwards in a case which I shall call *The Case of the Honest Bookies*. (Regina v. Snyder, [1954] 4 D.L.R. 484).

In January 1952, some twenty-seven persons were tried in Vancouver on an indictment charging them with unlawfully conspiring together and with others to unlawfully keep common betting houses.

The prosecution had reason to believe that the accused, profiting perhaps from the example of Capone, had made disclosure of their alleged illegal gains when making their income-tax returns. A subpoena was issued directing that the returns be produced. Once again the Minister of National Revenue objected!

Indeed, counsel for the Minister very frankly conceded that his objection was "that the revenues of the Crown would suffer because those persons engaged in crime would not make a true return of the proceeds of their criminal activities



Al Capone: Society shared take.

if in so doing there was the possibility their criminality could be moved against them by the production of these returns."

Counsel for the prosecution took the opposite view. He contended that the returns ought to be produced in the interest of public justice "notwithstanding the fact that the Crown revenue might suffer some slight diminution because of the future failure of these criminals to share the proceeds of their crimes with the Government of Canada."

The case eventually reached the Supreme Court of Canada, which decided that the Minister's objection was not effective since the public interest could not be damaged by the production of the returns in such a case. The returns were therefore ordered to be produced. Only one judge made any reference to the partnership case and it may be that, at the moment, we have different rules in civil and criminal cases.

One thing, at any rate, is clear. Crime may not pay, but criminals MUST!

As the financial correspondent for the *Toronto Globe and Mail* once put it (August 4, 1958) "There are those who argue that it is immoral for the State to share in profits arising out of the breaking of its laws; but this point of view ignores the whole concept of taxation, which is that all the citizens of a community should contribute to the costs of its operation. It is unthinkable that a person who breaks the law of the land should also escape his share of taxation, leaving it to be borne by the rest of the community."

This is good law, in a technical sense, based as it is on a judgment of the Privy Council in which it held that a Toronto bootlegger could not set up his own wrong to escape taxation on the profits of the bootlegging.

Indeed, there is a 1955 case in which a Canadian prostitute contended that her income was not derived from a business and that even if it was, the State should not share in the proceeds of something which was evil. But she had to pay her taxes, as must all honest prostitutes, despite the fact that section 184 of the Canadian Criminal Code provides that:

every one who

(j) being a male person, lives wholly or in part on the avails of prostitution, or

(k) being a female person, lives wholly or in part on the avails of prostitution of another female person

is guilty of an indictable offence and is liable to imprisonment for ten years.

Do you like the idea of living (in part) off the avails of crime? Is this what you want?

Parlez-vous Joual? Why Not Canayen?

by Miriam Chapin

ALL WINTER QUEBEC has been churning in commotion and confusion over the language its people speak. The hullabaloo is part of the nationalist fervor that is shown also by the political efficacy of promises of autonomy, in the outcry for better schools, in the new pride over being French-speaking.

Language is closer to the heart of man than any other of his faculties. It is the essential factor in nationality. Whether the French language lives or dies in North America depends on whether French Canada survives as a nation within the Canadian state, and that survival depends on the maintenance of the language.

The present row, which grows fiercer every day, has of course been going on for years. It burst into flame last fall with the publication of a little book by a Marist teaching brother who works in the Lac St. Jean district, that remote and conservative region.

In *Les Insolences du Frère Untel* (Brother So-and-so) he poked fun at the schools and their methods, discussed the troubles of the teaching brothers and nuns who are perhaps the most exploited of all Quebec workers, and popularized the term *joual* for the ordinary speech of French Canadians. The word has been current for some years. It may have come from the country way of pronouncing *cheval*; it has long meant poor speech. The book sold a hundred thousand copies at a dollar each in a few months.

Quebeckers have long resented the



Can Chaucer's English be read now?

disdainful attitude of outsiders to their dialect. They didn't like being told that they speak a patois, that Frenchmen from France could not understand them. Now their own intellectuals have turned on them and denounced their speech and their schools.

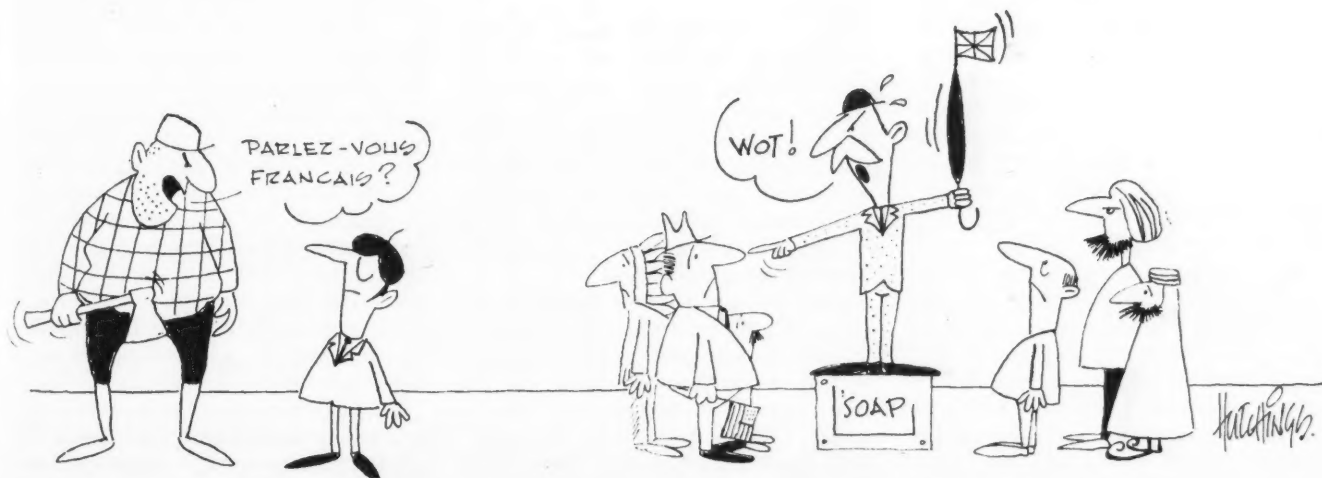
Victor Barbeau, who has worked all his life for French Canadian culture and pride, asserts what teachers have long known, that it is the language learned at home that counts. He mourns "the sad prisons which are our schools." Jean-Marc Leger is even more bitter—"a nation politically dependent, economically enslaved, socially divided and culturally retarded, a people poor, proletarian, ignorant, which lives, eats, dresses, thinks American, cannot have a language of quality or creative thought." You couldn't be more despairing than that, and yet M. Leger does call for social and economic advancement and a revival of pride.

Roger Lemelin rides forth gaily to do battle for *joual* in his television plays and in his writing. He defends its color, its picturesqueness, its inner life. They all know that they can't really change things much, because language comes from such deep inner wells of a people's consciousness that neither scolding nor praise affects it.

What is *joual*? The English papers translate the word as slang. But it is much more than that; slang is only a small part of it. Slang is a healthy sector of every language on earth, the metaphor of the streets, the vulgar talk of youth. If it continues for a time to serve a useful purpose, as perhaps one phrase in a hundred does, it becomes respectable, enters the written language and the dictionary, and is no longer slang. Thus "wetback" for the illegal Mexican immigrant is well on the way to grammatical virtue.

More often the slang expression is quickly outmoded and forgotten, resurrected only when a playwright or a radio producer wants to revive the flavor of a period, and fishes out of his memory "twenty-three skidoo," to set the scene of forty years ago. Much slang is embedded in *joual*—embalmed, one might say.

André Laurendeau says *joual* is decomposition. He may be right, or he may be missing the living elements in it, for every language changes in vocabulary and syntax, dies in one part and grows in another. Chaucer wrote English, but how many of us can read



Every language changes in vocabulary and syntax, dies in one part, grows in another.

him now? *Joual's* most obvious characteristic is the flood of English words, fitted out with French pronunciation and endings, and so becoming unrecognizable to an English listener.

Would you know "challenge" immediately if you heard it as "shallonge," accented on the second syllable? It replaces *defi* in many a Quebec sentence. If you say, *Je n'aime pas mon boss*, or *Fixez mes tires*, you are talking *joual*, and you will be more easily understandable in a Montreal garage than if you use *pneus*.

This is not the patois of the back country, the rough talk of farmer or woodsman. It is the language of the city, of industry; it is the result of the industrialization and urbanization of Quebec. It penetrates the written language, to the dismay of the purists who argue that Quebec *compagnies* should call themselves *sociétés anonymes* and their general managers *directeurs*, not *gérants*. They groan at *prix de liste*, list price. Why not *prix marqué*, which is truly French? They shudder when *je te manque* is taken to mean "I miss you," when affluence and appreciation and figure are used in French with their English, not their French meanings.

Even in the schools, a pupil may be asked to *solutionner* a problem, though *solutionner* is a word unknown to any French dictionary, a bastard word indeed. After 1066, the Saxons of England underwent such a cataclysm as French words poured in. Their tongue rallied and survived to become the flexible English of Shakespeare's day, but they perhaps were lucky.

Besides this pollution by English, *joual* means the degradation of French itself by mispronunciation — *piasse*, *communisse*, *toé*, a thousand others. The guttural sounds that could be indicated only by the phonetic alphabet are what make the speech so often unintelligible.

There are mistakes in syntax too, the failure to distinguish gender, all too easy when *un* and *une* are merely grunts, the use of incorrect plurals, the disappearance of the subjunctive. The French indefinite *on*, "One found the lost children," is almost forgotten in favor of the English usage of the passive, translated into French—"the lost children were found."

Some refer to *joual* as pidgin. It isn't that, for if it were it would be constructed to be understandable by those who speak English. Pidgin is a language phenomenon that occurs when a subject people has to communicate with its masters. It more or less keeps the structure of the native language, stuffing it with foreign words, and in that way *joual* does resemble it.

For instance, in the old China the most noticeable characteristic of pidgin was the use of the classifier. A Chinese trying to speak English could not rid himself of the notion that every noun belongs in a certain class. English has almost no classifiers though "loaf of bread," "pair of scissors," are relics of them. So the Chinese used "piece" as classifier for anything. And since Chinese has no tenses and no cases of pronouns, "I bought a banana," would come out "Me buy one piece banana."

African and Melanesian pidgins are real languages, simplified mixtures of the local speech with English or French. It is a safe bet that pidgin dies out once a country becomes independent. Westerners will have to learn the local language or hire an interpreter.

Another kind of language mixture was the kriegy talk of the prisoner of war camps. Men manage to communicate under almost any circumstances.

long been a language encased in very strict rules. France's *Académie* was established to define what was correct and what was not. Even those rules on the agreement of the past participle are held sacred, though they matter only in written French.

In spite of the *Académie*, French has absorbed a good many foreign words. One has only to think of *bifteck* and *stoppez* and all the terms that mechanics and pilots use. English is more easy-going. It hardly resists at all, but soaks up everything, from chow to lariat, and still somehow remains English. The languages that hold out most firmly against invaders are certain Amerindian ones, and Arabic. They like to put together their own syllables to say, "thing that flies," "thing that writes," instead of adopting "airplane," "pencil."

It may be that in Quebec we are watching the birth pangs of a new



Language, like dress, is subject to bastardization at whim of the people.

This was a hodge-podge of European languages. *Nix bolay, c'est easy*, means "It won't hurt, it's easy." German, Serb, French and English. That perished on VE Day, as men streaked for home.

English, too, has its *joual*, as does every living language, but it is not overwhelming. Twenty years ago our pundits were reproaching "It's me." Nowadays they have practically given up the effort to ban it, and almost everywhere "It's I," "It's he," begin to sound rather pretentious. Soon those phrases will be at home only in the literary language, if at all.

Some of our modern linguistic experts take the bold stand that there is no such thing as good or bad English—or French or Russian. They say the only criterion of language is "does it work?" "Does it convey meaning?" This, *joual* certainly does. But it particularly enrages the French savant because, unlike English, French has

language, as the 12th century Spaniards watched the Portuguese develop theirs when Portugal became a separate nation. Curiously, Portuguese, like *joual*, is a guttural version of its parent. The attempt to keep Quebec French as much as possible like Parisian by importing French teachers seems both doomed to failure and undesirable.

They don't worry about teaching Oxford University English in California. Here the flood has already broken the dikes, and the efforts to control it by teachers and officials look hopeless. Perhaps the new channel will not always be as full of mud as it seems now. The future of the French Canadian language will depend on the extent to which French Canada can maintain itself and its autonomy.

One can but hope that its *langue* will be named something besides *joual*. The alternatives scornfully suggested, such as *franglais* and *quebecais*, are not very appealing. Why not just *Canayen*?

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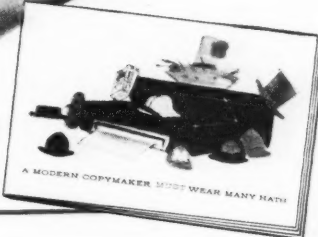
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Some refer to *joual* as pidgin. It isn't that, for if it were it would be constructed to be understandable by those who speak English. Pidgin is a language phenomenon that occurs when a subject people has to communicate with its masters. It more or less keeps the structure of the native language, stuffing it with foreign words, and in that way *joual* does resemble it.

For instance, in the old China the most noticeable characteristic of pidgin was the use of the classifier. A Chinese trying to speak English could not rid himself of the notion that every noun belongs in a certain class. English has almost no classifiers though "loaf of bread," "pair of scissors," are relics of them. So the Chinese used "piece" as classifier for anything. And since Chinese has no tenses and no cases of pronouns, "I bought a banana," would come out "Me buy one piece banana."

African and Melanesian pidgins are real languages, simplified mixtures of the local speech with English or French. It is a safe bet that pidgin dies out once a country becomes independent. Westerners will have to learn the local language or hire an interpreter.

Another kind of language mixture was the kriegy talk of the prisoner of war camps. Men manage to communicate under almost any circumstances.

long been a language encased in very strict rules. France's *Académie* was established to define what was correct and what was not. Even those rules on the agreement of the past participle are held sacred, though they matter only in written French.

In spite of the *Académie*, French has absorbed a good many foreign words. One has only to think of *bifteck* and *stoppez* and all the terms that mechanics and pilots use. English is more easy-going. It hardly resists at all, but soaks up everything, from chow to lariat, and still somehow remains English. The languages that hold out most firmly against invaders are certain Amerindian ones, and Arabic. They like to put together their own syllables to say, "thing that flies," "thing that writes," instead of adopting "airplane," "pencil."

It may be that in Quebec we are watching the birth pangs of a new



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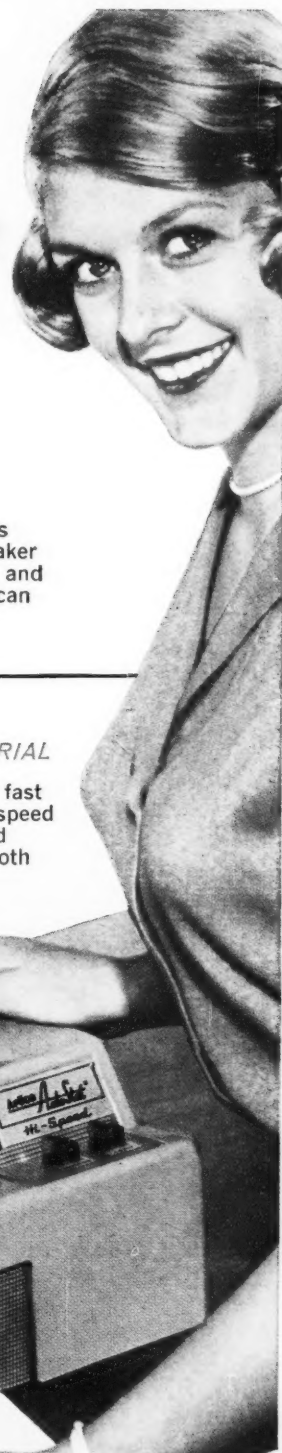
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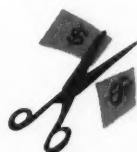
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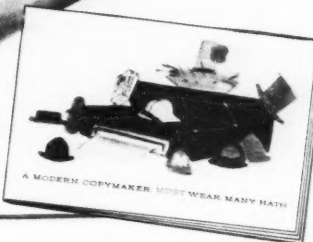


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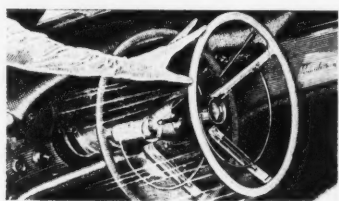
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Books

by Arnold Edinborough

Still Riding the Crest



"Trademark" of *The New Yorker*.

NOTHING FAILS so exasperatingly as success and the *New Yorker* has been a phenomenal success ever since it started. But what was an artistic bombshell in the 20's has become a fat commercial success by the 60's.

This commercial success has had two adverse effects. The first is that serious writers and, more particularly, serious critics cannot adjust themselves to believing that a magazine can pay its contributors handsomely and still get the best material. The real creative stuff (as they quaintly call it) they expect only in typographically peculiar little magazines or in subsidized university quarterlies. Secondly, even the serious reader (who can more easily forgive the *New Yorker* its success) finds it increasingly difficult to read long short stories which meander on for page after page sandwiched between column after column of chic advertisements.

A combination, then, of fatigue on the part of the reader and distrust on the part of writers and critics has made the public image of the *New Yorker* less sharp in the last ten years than it should be. For that it is, in fact, still the leading fiction magazine on the continent and that its standards are just as high as they ever were in the 1920's is proved by a new and handsome anthology: *Stories From The New Yorker 1950-1960*.

What are the characteristics of a first-rate short story? I suppose that one would rate imagination as the first prerequisite; point or punch as the second and a bright and precise style as the third. And all these are found here.

The short story doesn't have much space in which to make itself felt so it also must take you immediately by the scruff of the neck and thrust you into it. This is done by almost every story in this collection. It can either be done on the "what happens next" basis ("To begin at the beginning, the airplane from Minneapolis in which Francis Weed was travelling East ran into heavy weather"); or it can intrigue ("In the morning Charles Pollard went down the garden to practice calling for three cheers"); or it can explode into your consciousness ("A scream, the echo of a scream hangs over that Nova Scotia village. No one hears it; it hangs there for ever, a slight stain in those pure blue skies, the skies that travellers compare to those of Switzerland").

Again, the *New Yorker* writer still appeals to the odd recesses of his reader's mind by giving the normal things in life a new and fearsome look. The burial of a father when seen in the context of "Cote D'Azur" by Roger Angell is a shattering experience, but for reasons quite other than what one might expect. Again, the clannishness of a particular religion or sect and the bruising effect such clannishness can have on other people is seen both in "The Code" by Richard T. Gill and, more fully worked out, in "Defender of the Faith" by Phillip Roth. Even a wedding in which the groom fails to appear — a stock situation for many a woman's magazine writer — suddenly grows a mile high in stature when J. D. Salinger gets to work on it in "Raise High the Roof Beam, Carpenters".

The astonishing thing to me is that so many good stories can have been in the *New Yorker* and yet have been

missed by one fairly regular reader anyway. I don't know when "Sentimental Education" by Harold Brodkey was published, but if I had read it I would have certainly remembered it. For this is a brittle and yet as tender a love story as one could wish to read — brittle in that it reflects accurately the undergraduate attitude towards other people and tender because, despite all their sophistication, the young lovers are just that.

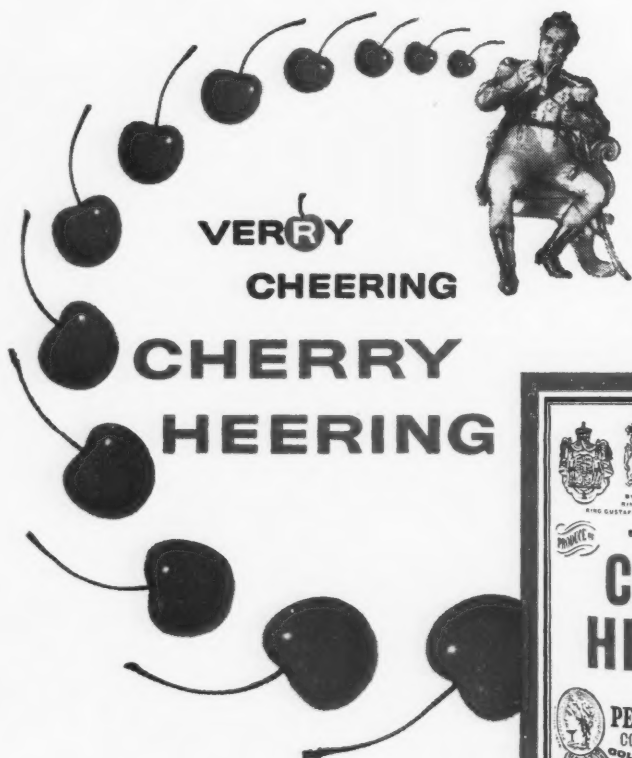
For sheer imagination in terms of plot Roald Dahl's "The Champion of the World" takes the cake. The champion is a champion poacher and his method of taking more pheasants than any other poacher has ever managed to take, is to dope the birds by feeding them raisins impregnated with seconal.

New York and its metropolitan atmosphere, the south and its residual plantation culture, the universities, the provinces, even Canada, are all illuminated by these stories.

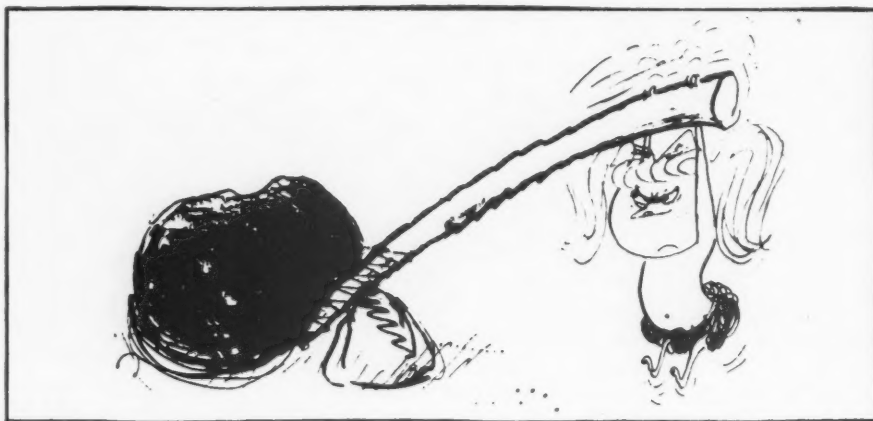
Above all, they make their often startling points by the use of cleverly controlled and acutely contrived dialogue. And the quality of the writing in this department is shown by the fact that Dorothy Parker does not seem much better at it than the other contributors yet she almost invented the technique.

But the over-riding quality of this anthology is that it is thumping good entertainment. Every story is in a different key, but is unmistakably excellent in its own line. For all those detractors of the *New Yorker* (and there are many when it begins to fatten up so grossly for Christmas) it still looks as though when people write better short stories than are here collected it will still be the *New Yorker* which will publish them.

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Inside a Revolution

FRIEDRICH ENGELS once remarked that revolutionaries always wake up to find "that the revolution made did not in the least resemble the one they would have liked to make". This happened also to most of the planners and the doers who brought about the first successful Communist revolution, the Russian one of 1917.

In his *Conscience of the Revolution*, Professor Daniels is mainly concerned with the former category of Bolshevik revolutionaries. He deals briefly with the revolt of the Kronstadt sailors (March, 1921), that pitiful rebellion of the disenchanted men who put Lenin into power in November, 1917, only to learn that in the Soviet "commis-sarocracy" they had helped to install a regime worse than the old. But this is only incidental to the principal theme which is the story of how and why the architects of the revolution, who in their vast majority were Marxist doctrinaires sincerely bent upon establishing a new society with Communism as the ultimate goal, lost out to the "apparatchiki", the henchmen of the Party organization, who, unburdened by ideological scruples, went after power alone.

The oppositionists, both of the Left (Trotsky) and the Right (Bukharin) were silenced by 1929 (and later, between 1936 and 1940, killed for good measure). This made "the betrayal and perversion of great ideals" by the rulers of the Soviet Union complete. "Communism became, in essence, a movement to conquer backwardness . . . through the application of totalitarian politics.

"Communism is militaristic industrialism fortified with an irrelevant dogma". A cruelly disenchanted communist, Valentin Gonzales, the *El Cam-pesino* of Spanish Civil War fame, put it even more succinctly: "The thing called Soviet Communism is, in truth, vulgar fascism under a red banner".

It is paradoxical that this struggle between two groups of totalitarians—doctrinaire Marxists on one side, tyrannical bureaucrats mouthing Marxist slogans on the other—was in the main about freedom of expression. For the conscience-ridden dogmatists really differed from the unprincipled "apparatchiki" only in that they demanded free discussion among Communists (not also between Communists and non-Communists).

The author clearly looks on the ideological opposition to the Soviet regime as a closed chapter, except that he admits that "in Communist Eastern Europe there have been echoes of some of the old issues". Here, he is perhaps overly cautious—or possibly

too pedantic. To a less learned observer, the outcries of a George Lukács, a Wolfgang Harich, a Milovan Djilas, although somewhat different in pitch, have sounded very much like those of the Trotskyites and Bukharinites of an earlier generation.

Professor Daniels' scholarly, yet most readable book actually achieves three purposes: it shows the course most revolutions are taking, a course which we would do well to expect rather than to be starry-eyed about revolutions and revolutionaries. It makes us understand Stalinism and thus the nature of the present-day Soviet state. And it helps us to recognize for what they are the faint rumblings that come from underneath the seemingly smooth surface of socio-political life in the countries of the Soviet orbit.

J.G.

The Conscience of the Revolution, by Robert Vincent Daniels—Saunders—\$11.95.

All On Stage

A Candle to Light the Sun is, through at least half its length, the story of a small Western town, and of everybody in it — the respectable and the derelict, the young and old, the alien and the rooted. The settlement is Mouse Bluffs, Manitoba, and its inhabitants live together in a state of jostling small-town intimacy, alert to each other's movements and blind to each other's lives. They arrive singly and in groups in the early stages of the novel, and there is little effort to relate them to either the story or each other.

From this apparently random approach, a pattern gradually emerges, and one becomes aware of a small Balzacian world, densely interrelated by love, jealousy, inheritance and disinheritance, money or the lack of money.

Eventually, the dominant characters take shape: David Newman, the young son of an exiled Englishwoman who has never forgotten that she was once presented at court; Lilja, whose love affair with David is not allowed to interfere with, or even interrupt, a sound bourgeois marriage; Dr. Gavin Ross, whose relationship to David, never quite clarified, remains one of the story's curious sub-plots; the Doctor's brother Ian, a burned-out veteran of World War I, and his renegade nephew Darcy, David's lifelong friend and mortal enemy.

The tortured involvements of David with Darcy, the artist and the pseudo-artist becomes, in the Jamesian phrase, the figure in the carpet, and it finally explodes into crime and tragedy.

A Candle to Light the Sun has the special qualities and the inevitable de-



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German nautilus shell cup, from Augsburg, by Daniel Mueller, 1595. Courtesy Royal Ontario Museum



Quality can be said, but how better when it is experienced



fects of a fine first novel. The writing is ardent and fresh, and if it is occasionally mannered, the manner is at least the author's own. In her compulsion to get everything in, Mrs. Blondal has taken the risk of boring the reader with the minutiae of small-town life. But, while the stage is crowded and sometimes fruitlessly "busy", the people on it are sharply and incessantly observed. They are part of a living community and so have a right to be in hand, even if they sometimes get in the way of both the narrative and the principles.

If *A Candle to Light the Sun* is overcrowded it is because the author had so much to tell, and, tragically, so little time in which to tell it. The novel was accepted before her death, but she did not live to see its publication. It is her only published work, but it reveals the flash of an original and wonderfully unaccommodating talent. M.L.R.

A Candle to Light the Sun, by Patricia Blondal — McClelland & Stewart — \$5.00.

Mixed History

NOT HAVING READ any of Bryher's previous books, and having heard much about her reputation as a successful historical novelist, I looked forward to reading her latest work, *Ruan*. Essentially, it was a disappointment.

Through the eyes of a young man, who trades future priesthood for adventure, she presents a picture of Britain in the sixth century: the people, the countryside, a Cornish fair, a Druid funeral, and a New Year's feast in Ireland.

The picture is flat, lacking in vigor as well as depth. The characters don't come alive, but serve only to sugar-coat a history lesson which needs no sugar-coating at all. What fictional life has been created is repeatedly intruded upon by assorted historical items, carelessly inserted, with no integral connection to the story.

Furthermore, the surface of the prose itself is constantly being disrupted by miscues, non-sequiturs, and a technique of sliding in and out of dialogue which often makes it unclear who is speaking.

There is, however, just enough life and just enough exotic historical interest to keep one reading to the end, in the hope that the book will finally reach some penetrating climax, and Bryher's reputation will be justified. Unfortunately, the hope remains sadly unfulfilled. M.S.

Ruan, by Bryher — McClelland & Stewart — \$3.00.

Ottawa Letter

by Raymond Rodgers

Health Plans and Parties

THE CANADIAN PEOPLE seem to want some form of national health insurance plan. At least, our political parties are convinced that this is what the people want and health insurance is a proven vote-getter.

For example, last June the CCF of Saskatchewan held power largely on the election issue of a medical care plan. A twelve-man advisory committee has now started formal hearings in Regina and the plan is slated to come into effect in 1961 with individuals paying a premium of \$35 to \$40 and the province paying the rest.

Saskatchewan started off by introducing hospital insurance in 1947. Now even Quebec has caught up, at least in that limited field. But Saskatchewan, under Premier Tommy Douglas, wants to push on into the field of doctors' bills and the like. So does the national CCF.

Speaking to a Coniston, Ontario audience in January, Hazen Argue, the leader of the CCF, called for "a nationwide health insurance plan to provide comprehensive health care for every man, woman and child, and to include medical, surgical, nursing, dental, optical and similar care as well as hospitalization." Argue also wants diagnostic and preventive services, legislation to reduce "inordinate profits" in the manufacture and distribution of drugs (if necessary, he would have them made by crown corporations), and sickness benefits to be paid to families during the illness of the breadwinner.

At the other end of the national political spectrum (the Socreds no longer being national), the Rt. Hon. John Diefenbaker seems to agree with the CCF that health is just what the voter ordered. Though he is often painfully slow in making up his mind, when a Diefenbaker decision is made it is usually solidly based on the PM's personal advance survey of what the public wants. The PM believes the public wants health insurance but he wants to take his time giving it to them and so he has appointed a Royal Commission.

Roman Catholic Chief Justice Emmett M. Hall of Prince Albert, Saskat-

chewan (the PM's riding) is to head a "comprehensive study of Canada's national health requirements . . . with a view to consideration of the establishment of a national health plan". Commissioner Hall is to study health-care needs including prevention, diagnosis, treatment and rehabilitation.

He brings to this field his experience as chairman of a hospital board and advisor to the Dominion Catholic Hospitals Conference. He also brings part-French-Canadian ancestry, which may help him understand the mediaeval approach of Quebec to all such questions.

In its studies, the Royal Commission will undoubtedly take a good look at the 1956 Report of the U.K. *Committee of Enquiry into the Cost of the National Health Service* for Britain currently spends 3.5% of her total national resources on its health service. Sweden comes close. Both offer citizens (and even visitors) a wide range of services for the money (See Box next page). In-

terestingly enough, the much-touted capitalist West Germany has one of the highest social welfare bills of the NATO countries — Canada, one of the lowest.

What the Diefenbaker Government will come up with, in the light of these examples, is anybody's guess. But three years ago it had a similar study made of old age security and nothing has come of it as yet. But we should emphasize the "as yet". Elections will be upon us within a year or less and many Royal Commission recommendations may miraculously become ripe for implementation.

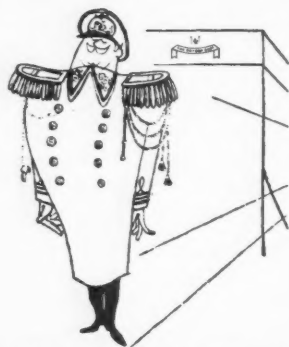
But we must not forget the Liberals. They too have jumped on the health plan bandwagon. In fact, their quasi-binding resolution on the topic got the headlines when the Liberals held their Rally in January. It should not have done. After all, the Liberals' plan is pretty tame.

Everyone paying tax would total his doctors' and medicine bills, pay regular tax on them, and then let the Government pick up the rest of the bill (simple voter, try to figure that one out!). Yet as Rally delegate Charles B. Hamilton pointed out: "From a practical point of view, unless the Liberal Party endorses an all-inclusive plan we're going to take second place in the next election".

Let's face it — they will anyway. There are already signs that Quebec simply will not go along with further intrusions into what she considers (and wrongly so, if one remembers the Rowell-Sirois Report) provincial jurisdiction. Without Quebec, the Liberals cannot make a come-back. With Que-



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bec, it is doubtful if the Liberals could implement half of their Rally program — and even that is not very ambitious.

Think of all the groups willing to water down the already diluted Liberal health plan: the Roman Catholic Church—which uses hospitals to help hold the faith together — and its attendant institutions; the French-Canadians (because of the former); the doctors who stand in the middle of a middle-class party; the insurance men and others who help with party funds;

etc. The National Executive of the Liberals has yet to incorporate the resolution into the party platform — it will be interesting to see how they do it after all these decades of talk.

And there are many who doubt if we should have an all-inclusive plan in the first place. Amongst these you can include about 90% of the doctors who think their incomes will be cut when the State intrudes into that most "personal" of all matters — health.

United Kingdom: Services

National and local health authorities provide —

National health service

- Hospital and specialists
- General practitioner, dental and medical care

Maternity and child welfare

- Cod liver oil, orange juice, milk
- Ante- and post-natal clinics
- Day nurseries

Home services

- Home nursing
- Periodic visiting nurses
- Domestic help during sickness

Control of infectious diseases

- Vaccination
- Immunization

Mental health

- Psychiatric social work
- Mental health services

United Kingdom: Finances

"The greater part of the cost of the National Health Service falls on the Exchequer, to be met from general taxation, and a small part is met by local rates. Other income is derived from the small weekly National Health Service contribution paid by all National Insurance contributors and the payments for those parts of the service for which charges are made.

"To help to limit expenditure without reducing the services offered, it was found necessary in 1951, and again in 1952, to introduce charges for certain items. These include prescriptions (for which a charge of 1s. 0d. is made for each item on the prescription form); dentures; dental treatment for persons of 21 and over (but not expectant and nursing mothers); spectacles (except children's spectacles in standard frames); elastic hosiery; and certain appliances supplied to out-patients.

The amount of these charges varies according to the service provided. Local health authorities may, at their discretion, make charges for articles (such as nursing equipment) provided; for the use of their day nurseries; and for their domestic help service. Certain exemptions and refunds are made and persons unable to meet the charges may apply to the National Assistance Board, who may give assistance, where there is need, on national assistance standards."

The Committee of Enquiry into the Cost of the National Health Service (Report, January 1956) found that the real cost of the service, after allowing for rising prices, increased little during the years 1949-1954, while many of the services provided were substantially expanded and improved.

U.K. Information Service

Letter from Australia

By Harry E. Mercer

Morals and Delinquency

THE CITY OF ADELAIDE is sometimes linked with the same epithet here that Toronto is in Canada—"The Good". Whenever I think of Adelaide it brings to mind the story about the traveller in Australia who was asked a typifying question in each capital city.

The questions, though brief, sum up with surprising accuracy still the general attitude of each population.

Perth (Western Australia): *Like to come home to dinner?* Melbourne (Victoria): *What school did you attend?* Sydney (New South Wales): *How much money have you got?* Brisbane (Queensland): *Like to join me for a beer, mate?* Adelaide (South Australia): *What church do you belong to?*

Travel brochures describe Adelaide as a city of churches. Visiting troops on leave there during the last war named it "the graveyard with lights."

In any case, those Australians who concern themselves with such matters have hitherto taken Adelaide's word for it that she is the nation's most virtuous city.

It therefore caused much raising of eyebrows recently when a report tabled in the South Australian Parliament strongly implied that juvenile and adult morals in Adelaide were in an alarmingly degenerate state.

Expressions of horror and oceans of remedial advice at once gushed from several ecclesiastical sources in Adelaide. Then, quick as a flash, damning fingers of clergymen were wagged at our waywardness in Brisbane, Sydney and Melbourne.

Dr. Gough, Anglican Archbishop of Sydney, whose reaction was typical, pointed out: "Sexual impurity among married and unmarried young people and children is a cancer which is eating at the very heart of this great nation."

The Archbishop went on to say "there is one obvious and urgent thing that we can do." This remedy, rather astonishingly, was the full and literal implementation of the censorship laws.

He seemed unconcerned that these laws are among the most archaic in a

code that, if strictly enforced, would see most New South Welshmen in jail within days.

Following are some N.S.W. laws concerning morals which, like the quaint literature censorship laws, have never been repealed.

The Police Offenders' Act says that we must "not bathe in any part of Sydney Cove, or any waters exposed, in view of any wharf, street or public place or dwelling house, between the hours of six in the morning and eight in the evening."

A municipal ordinance still demands that bathing costumes must cover us from neck to knee.

Under the "Act for the better observance of the Lord's Day, commonly called Sunday," we are forbidden to leave our parish on Sunday. We also cannot "exercise any worldly labor, business or ordinary callings, or attend any meeting for the holding of sports or pastimes."

Under the same Act, if we don't go to church on Sunday, we are liable to pay a fine of five shillings or spend three hours in the stocks.

Many of us felt the Archbishop's authoritarian remedies were aimed rather at symptoms than at basic causes. Some of us wondered if things were really as bad as he made them out to be.

In what moral shape are Australians? What is being done to keep our children on the straight and narrow?

At the risk of upsetting those who see sexual evil (and it is mostly sexual evil they harp on) at every turn, I would say that Australians are in at least as good shape as their Anglo-Saxon cousins overseas. It seems to me, moreover, that of these peoples Australians are among the least hypocritical about sex.

Figures that mean anything, if such are available at all, are hard to come by. It is possible, however, to get an idea of a country's moral standards by observing the people in different situations.

For instance, the behavior of young couples on streets and public conveyances, at beaches and night clubs, in parks and movie houses, gives an indication of what unwholesome pranks they are capable of resorting to when alone.

Teenage necking in public seems no more prevalent in Sydney (our most wicked city, we are told) than in Toronto. Slightly more of it meets the curious eye in Montreal, and ever so much more of it in London, England.

One can never, of course, be quite sure of what goes on behind the scenes. I nevertheless hazard the opinion that the average moral behavior of young Australians compares rather favorably with that of youngsters in Canada, the United States and England.



Police Boys clubs have a membership of more than 50,000.

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This opinion is based on observation of three institutions in the four countries—family life, youth clubs and sporting activity.

There are two obvious differences between home life in Australia and North America. Here the father is more likely to "wear the pants." And Australian parents, while just as affectionate, take far less nonsense from young children.

I recall seeing on a crowded Sydney railway station a small girl, in an outburst of self-assertion, wallop her mother with a pint-sized handbag. Without hesitation junior was marched to the seclusion of a waiting room. While three sharp smacks still echoed across the station, Mama's voice was heard: "Now if you howl, you'll get some more!"

Then back they came—Mama composed, baby daughter frowning meanly, but quiet as a mouse.

State Government Children's Welfare Departments in Australia are probably among the most enlightened in the world. Their aim is not only to help children in bad environments, but also to create better home life and stimulate parental responsibility.

These departments encourage organizations formed by social investigators, teachers, parents and clergymen such as the Councils for Home and Family, the Father and Son and Mother and Daughter Movements, and the Police Boys' Clubs.

The Police Boys' Clubs which, since starting in Sydney 23 years ago, have spread to every other State and to New Zealand, recently opened a new club in Sydney worth \$170,000. The various clubs, which now have a membership of 50,000, have so far been granted \$500,000 by State Governments.

"The idea of the clubs," said N.S.W. Police Commissioner C. J. Delaney, "is to get young people away from street corner environments so they can mix with others of their own age in leisure hours."

And if what social welfare workers tell us about sports keeping young minds off less wholesome things is true, it should not surprise if Australians some day develop into a race of saints. The per capita rate of active participation in sports in Australia must be the world's highest.

I have also seen something of the juvenile delinquency problem in two other Dominions, England and the United States. Comparing present moral climates and what is being done to curb the "cancer" in each, I think I would feel easier about bringing up children here.

Television

by Mary Lowrey Ross

The Immediate and Factual

"FESTIVAL 61" is such an admirable program that any criticism of it is rather like an attack on the Adult Education Association, which in some ways it resembles. At any rate no one bent on self improvement can afford to miss *Festival*, which may be the reason one approaches it with a sense of duty rather than of urgency.

Over the past season *Festival* has ranged from Gilbert and Sullivan to William Shakespeare, taking in a number of minor but approved figures along the way. Most of these programs have been excellent, if not exactly venture-some. However, while the policy of *Festival* appears to be the improving rather than the upsetting of public taste there have been some mild improvisations.

Julius Caesar, for instance, gave the audience a chance to decide whether it preferred the traditional to the Method type of performance by providing both in the same picture. Thus, while the rest of the cast conformed more or less to the Henry Irving tradition, William Shatner, as Mark Antony, performed in the muttering self-communing style of Marlon Brando. It was an odd juxtaposition, and since Actor Shatner, most of the time, might just as well have been talking with his head out the window, I imagine most of the audience-adjudicators voted for Henry Irving and the declamatory style.

Still it was an interesting production and, as we say, worthwhile. So was the Gilbert and Sullivan *Pinafore*, which preceded it earlier in the season. (So are they all, all honorable programs.) Watching them, however, on a screen that had so lately carried the image of Khrushchov pounding his shoe in the United Nations Assembly, one couldn't quite escape the feeling that this sort of thing belongs to a different medium and perhaps to a different era.

For if we stop to ask what the television screen is for, in terms of mass appeal, excitement, or simple human curiosity, we must admit that it isn't for Gilbert and Sullivan or William Shakespeare; it is for the immediate and the factual. For Khrushchov, whenever he happens to turn up. For election

fever and the Nixon-Kennedy debates. For the sportscast and the hockey game and the U.S. Inaugural Ceremony and what Mrs. Kennedy will wear to the Inaugural Ball.

It is also for the Winston Churchill program which is able to present anyone above the age of twenty-five with a sense of being actively related to human history. The Fall of France, Dunkirk, the Battle of Britain, the sinking of the Bismarck — these are all events within the memory of living adults, unimagined at the time because they were simply beyond imagination. So that was what Dunkirk was like!

Dunkirk wasn't Mrs. Miniver leaning in a lace negligé from a casement window and waiting for Miniver to come home. It was a fearful bloody job of evacuation, and a row of brutally exhausted men clinging to a landing rail and glad to be back and out of it, as they had a right to be. It was a captain reeling home to a suspicious and worried wife. "Are you drunk or just tired?" "Me, I'm both."

Well we can't have Dunkirk or even the Presidential Inaugural every day in the week. And since the television audience has a rather low tolerance for poetic drama we can't have Shakespeare either, on a regular schedule.



Shatner's Antony: Head out the window.



Churchill in wartime: Human history.

This brings us back again to the nagging old problem: How is television to provide continuous entertainment that will be simultaneously worthwhile and exhilarating?

It's possible there isn't any answer; not, at any rate, so long as television is compelled to work a twenty-hour shift every day in the week. In pre-vision days even the movies didn't have to submit to such a brutal schedule. But television is a sort of universal chore girl at everyone's demand all day and most of the night and lucky to fall into a stupor between two and six in the morning. No wonder it is called the Cinderella of the arts.

I happened to turn it on one morning about 3.00 and the light came on soundless and motionless. All round the dial not a creature was stirring, not even a disc jockey. It was a rather startling experience because I had assumed, along with the rest of the world, that if the television screen was left unoccupied for a single instant there would be general panic, followed by the announcement of a state of national emergency.

Well, there it was, blank, and nothing had happened, nothing whatever. So why, I thought with the singular clarity of 3.00 a.m., shouldn't the recuperative period be extended. Why not shorter hours, regular holidays, maybe a sabbatical year in which it could reassess its values, question the meaning of television; maybe, like the poet, simply stand and stare.

Well, it was just an idea, and naturally it would never work. In no time at all the hands of the nation would be twitching at the dial demanding something, anything, even Gilbert and Sullivan, even William Shakespeare, to fill up the awful blankness of the living-room eye and the daytime hours.



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R. R. Merifield
Secretary

Montreal, January 30th, 1961



Dividend Notice

NOTICE is hereby given that a Dividend of seventeen and one-half cents (17½c) per share on the outstanding Common Shares of Simpson's, Limited has been declared payable March 15, 1961 to shareholders of record at the close of business on February 15, 1961.

By order of the Board.

K. W. Kernaghan,
Secretary

Toronto, January 13, 1961

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On January 18, 1961, a quarterly dividend of 15 cents per share in U.S. currency was declared on the no par value shares of this Company, payable March 4, 1961 to shareholders of record at the close of business February 3, 1961.

JAMES A. DULLEA
Secretary

Montreal
January 18, 1961



Medicine

by Claire Halliday

Just Getting Into Stride

Creativity and the aging process: In *J. American Geriatrics Society*, May, 1960, Dr. Lawrence Greenleigh points out that Titian painted one of his greatest works at 98; Michelangelo produced masterpieces at 89. Goya painted murals on the walls of his house in his 80's. Goethe completed *Faust* at the same age. Voltaire penned many of his greatest works between 60 and 84, Verdi composed *Falstaff* at 80. Frank Lloyd Wright was still productive at 89, working a 12-hour day and teaching. Toscanini still conducted when 87 and made musical recordings until his death. Then there is Churchill and Grandma Moses.

Don't kiss babies. The virus of cold sores (herpes simplex) can be passed on by adults to infants and children, infecting their eyes and possibly causing blindness. This virus is the most frequent infector of the outer eye and is resistant to all antibiotics. An abstract of an article by Sir Stewart Duke-Elder, world leader in eye diseases, appears in the *J. Amer. Med. A.* of October 29.

Iron deficiency in young men, although not common, does occur. While the diet can be at fault, iron deficiency in men may be a sign of interior bleeding from peptic ulcer or hemorrhoids. According to an article in *British Med. J.* of August 13, males need most iron during the period of adolescent growth (from 15 to 20 years) when lack of sufficient iron produces undue fatigue and lack of energy.

Portwine stain should be removed early. An angioma, a tumor resulting in strawberry mark or portwine stain, is sensitive to radiation in the early stages, but later becomes very resistant to this form of treatment. When treated in the first 5 to 10 days, radiation is the simplest, least difficult, least painful, and the most effective treatment. An article on the management of this type of tumor, with many illustrations and dosages, appears in the *J. American Med. A.* of October 15. The author

warns against "watchful waiting" as this approach may lead to tragic circumstances.

Milk diet for ulcer may cause coronary thrombosis. Autopsies in 15 American and British hospitals showed that coronary thrombosis in peptic ulcer patients who had been treated with a sippy diet occurred twice as often as in peptic ulcer patients otherwise treated, or in patients without ulcers. (There was no difference in the incidence of coronary thrombosis between the two latter groups.) It is suggested (*J. Circulation* 21:538, 1960) that the high incidence of coronary attacks was due to the butter fat content of the milk diet. The author believes, however, that further study of the problem is needed before definite conclusions can be drawn.

Allergy to nickel may cause infusion reaction. Sensitivity to nickel is acquired and is fairly common. After two nickel-sensitive patients developed reaction (both with rash and one with shock) after receiving intravenous infusion through nickel-plated tubes, an anesthetist wondered if hitherto unexplained infusion reactions might have been due to nickel or a nickel-containing alloy in the infusion tube. The report appears in *The Lancet* of October 1.

New synthetic penicillin: In October 8 issue of *Canadian Med. A.J.*, the editor writes that high doses injected every 4 to 6 hours and a very high blood level are required to destroy any staphylococcal bacteria, whether or not they are resistant to penicillin. Some resistant staphylococcal strains can be destroyed by other antibiotics but may become resistant to them. This synthetic penicillin should therefore be kept for use against those penicillin-resistant bacteria that have become resistant to other antibiotics as well. The new penicillin is not as potent as other penicillins for general use, and cannot be given by mouth. Another article on this subject appears in the November 5 issue of this same journal.

SATURDAY NIGHT

Chess

by D. M. LeDain

FORTY COUNTRIES from Europe, Asia, the Near East, the Far East, North and South America, and the Caribbean, were represented in the XIVth biennial world team championship held in Leipzig. Four preliminary sections decided placement in the championship final and two consolation events. Russia won (for the fifth time in succession), with the U.S.A. second, Yugoslavia third and Hungary fourth. Teams were composed of four regular and two reserve players.

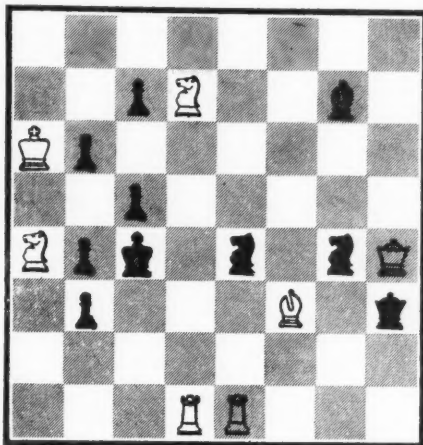
White: M. Tal, USSR. Black: N. Najdorf, Argentina (Leipzig, 1960). 1.P-K4, P-QB4; 2.Kt-KB3, P-Q3; 3.P-Q4, PxP; 4.Kt-P, Kt-KB3; 5.Kt-QB3, P-K3; 6.B-K3, P-QR3; 7.P-B4, P-QKt4; 8.Q-B3, B-Kt2; 9.B-Q3, QKt-Q2; 10.Castles, B-K2; 11.P-QR3, Castles; 12.Q-R3, Q-B2; 13.QR-K1, Kt-B4; 14.B-B2, P-Q4; 15. PxP, Kt-B; 16.PxKt, BxP; 17.Kt-B, PxKt; 18.Kt-B5, B-B4; 19.P-Q4; B-R2; 20.B-R4, Kt-K5; 21.RxKt!, PxR; 22.B-B6!, Q-Kt3; 23.BxP, KR-K1; 24.B-K5, Q-Kt3; 25.Kt-R6ch,

K-B1; 26.P-B5, Resigns (if Q-QB3; 27.Q-R5, Q-Q2; 28.B-Q6ch, K-Kt2; 29.Q-Kt5ch etc. Or, 26... Q-Kt4; 27.B-Q6ch, K-Kt2; 28.P-B6ch, K-Kt3; 29. R-B4 etc.)

Solution of Problem No. 263 (ten Cate), Key, 1.Q-K7.

Problem No. 264 by V. Pimenov & E. Umnoff.

White mates in two moves. (7 + 10)



Puzzler

By J. A. H. Hunter

"I ONLY ONCE had a partner," said old Hank. "but not for long. We'd gone fifty-fifty buying some young steers to graze on our neighbouring fields, and Walt was very fair when we decided to split."

"Not many partners like that," I commented. "What happened?"

"Well, we sold the lot for a good price, as many dollars each as the number we had," replied the old man. "Then we used the proceeds to buy a lot of sheep at fourteen bucks each, and also one lamb to make up the full amount."

"Still as partners?" I asked.

"Sure." Hank smiled. "But that same day we agreed to break it up. I took half the animals, including the lamb, and Walt gave me some dollar bills to make things exactly even."

I wonder how much Walt paid him. Do you know? (146)

Answer on Page 46.

Start At the Centre

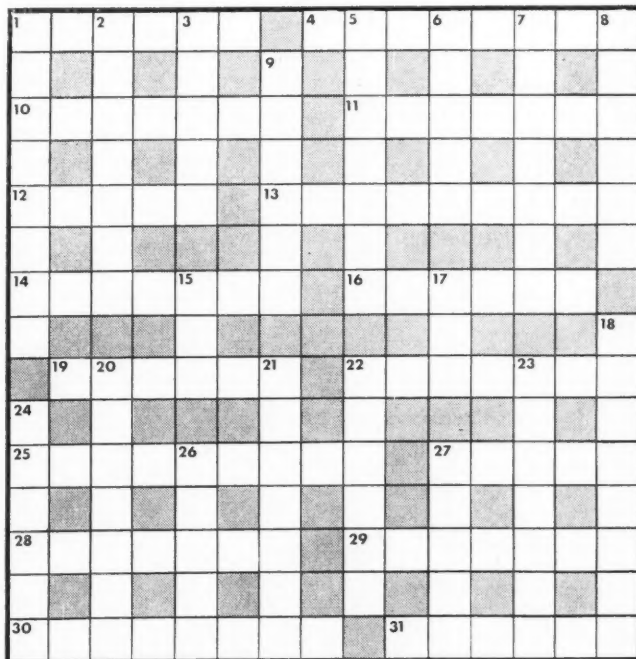
by Louis and Dorothy Crerar

ACROSS

- 1 How lucky some are to have a day to themselves. (6)
- 4 What you pay for a fowl dinner—in Australia? (4-4)
- 10 I'm starting to beg. (7)
- 11 See 15.
- 12 Girded for the main course? (5)
- 13 Melancholy? Invite pal around. (9)
14. Have you observed how English beer differs from Canadian? (7)
- 16 XPLL? (6)
- 19 Shouts a greeting at us in space. (6)
- 22 Bare gal? What a figure! (7)
- 25 This sort of person appears very appealing to those at court. (9)
- 27 This material may be, when the wearer is not upright. (5)
- 28 Send tea over to a badly bombed London district. (4, 3)
- 29 Show how many arrived first. (7)
- 30 No man, surely, can have this affection for his kin. (8)
- 31 When one's income is at its peak. (3, 3)

DOWN

- 1 Is it added to the pound in New Guinea? (8)
- 2 A foot can make one, but not necessarily twelve inches long. (7)
- 3 On which the fox gets into the Hunt Ball, perhaps. (3)
- 5 Taken by a motorist changing bum gear? (7)
- 6 This book is a knock-out one hurried to get. (5)
- 7 One who bears this is ailing at both ends. (3, 4)
- 8 Sounds as if he is still gaining knowledge waxing lyrical over 29. (6)
- 9 The missing link appeared in a Russian, one gathered. (6)
- 15 11 Responsible for the disappearing Persian? (3-7)
- 17 This little dog started out as a boxer. (3)
- 18 What Canute bade the sea, got support. (8)
- 20 This is about crazy poems. (7)
- 21 There is a theatrical school for this. (7)
- 22 One so important to 29, suffered this, a kind that resembled his name, in Toronto. (6)
- 23 Anstey's genie was. (7)
- 24 Female automobile? (6)
- 26 Yet he doesn't sound high-ly important to 29. (5)
- 27 The isle of no return for R.L.S. (5)



Solution to last puzzle

ACROSS
1 Boatswains
6 Aces
10 Natural
11 See 16
12 Sally
13 Erica
14 Alp
15 Bites
17 Tug
18 Inner
19 Noble
21 Sir
23 Gamin

25 Red
26 See 9
27 Forum
29 Lozenge
30 Radical
31 Song
32 Hippodrome

DOWN
1 Bonus
2 Astolat
3 Sorry
4 Ailment
5 Napping

7 Contain
8 Scrap-iron
9, 26 Breaking point
15 Bankrolls
16, 11 Sleeping partner
20 Bedizen
21 Szigeti
22 Rat trap
24 Morocco
27 Faded
28 Melee
(513)



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Lighter Side

by Mary Lowrey Ross

Exploration in Depth

RECENTLY I HAVE been making a glossary of the curious new gimmicks that have invaded the language, mostly by way of public speeches and editorial columns.

The current additions include cold-warmongery, rolling readjustment, performance-gap, and summitry. Finance Minister Fleming released, if he didn't actually invent, rolling readjustment, while Richard Nixon gave us performance-gap. I don't know who thought up cold-warmongery, or what immortal hand or eye was responsible for the fearful summitry. Both are products of our disagreement with the Soviet and more appear daily; e.g. colonial ambivalence, which turned up in the press one morning like the flash of a stainless steel denture.

Wars, both hot and cold, are fruitful sources of word gimmicks. Some of these disappear immediately—who, for instance, ever hears "Roger, Over" now, except on the late late show? Anything that can be adapted to civilian life however is sure of a place in the language—e.g. In Depth, Top Level, Calculated Risk. In Depth caught on at once, since it could be applied to anything from psychoanalysis to wall-to-wall carpeting. The interview-in-depth followed inevitably, and has now become a television convention designed to probe right down to the deep-sea bottom of personality. ("Why do you drink so much?" the depth-interviewer asked Brendan Behan, and buoyant Author Behan, bobbing right back to the surface, said happily, "Because I like it.")

Top-level, another war-veteran, also adapted itself happily to civilian life. So we soon had top-level industrialists, labor leaders, economists and administrators, all engaging in top-level conferences which soon became top-level-conferences-in-depth. This sounded wonderfully dynamic, and still does, even though all the depth-explorers seem to turn up is buried bones, hoarded chestnuts and old brick ends.

Nearly all these language-gimmicks have a certain graphic quality. They are

designed to present an instantaneous picture of a situation, a predicament, or a personality. As a rule they are kindly meant though it is doubtful if they supply much comfort to anyone except the people who invented and use them. Does a slum-dweller, for instance, feel any better for being described as an underprivileged individual living in a blighted area?

Displaced Person, shortened to DP, was obviously a handy gimmick for war-statisticians, but it still persists and its only effect on the Displaced Person himself must be to deepen his sense of slightly repugnant maladjustment. (Horse in the bathroom? Something the cat brought in?) As for Senior Citizen, it is unlikely that this sunny euphemism ever raised the spirits of a single octogenarian. My guess is that it probably makes him feel more than ever like an old impacted wisdom tooth.

Top Executive seems to be the one language-gimmick designed to charm everybody. The copy-writers, who invented him, have made him both unique and universal. There is no going beyond him and anything beneath him can be ignored. (Whoever heard of a sub-executive in a two-button shape-retaining dacron suit?) He is the nation's favorite son and the architects, realtors, car-designers, distillers and Men's Wear Department build all their plans about him. Lucky Top-Executive.

"He had just come from the office and stepped into the living-room for a drink when it happened," a friend said recently in describing the end of a top-executive friend. "Never knew what happened to him. Just like that!"

Just like that. This lucky man, wearing his \$200 dacron-tailored suit, steps out of his corporation car, walks into his executive-type living room, pours himself a drink of the very best ninety proof scotch, and never knows what happened to him.

"It's the very best way to go," I said. My friend nodded. "You never saw so many cars," he said. "I went along for the final obsequies in the cemetery." Or did he say summitry?

Insurance

by William Sclater

Children's Future

We have been married five years and have three small daughters whose future is our concern. We wonder what is the best way to invest our money to the best advantage to help our girls when they are of age. Insurance, credit union and investment men have bombarded us and we feel we have enough insurance. What would you suggest? — Anne C., Edmonton, Alta.

You do not say what insurance you have but is it not a fact that the insurance you are carrying is on your own and your husband's life? Have you ever considered taking out an Insurance Trust type of deferred plan on the children?

For a payment of \$60 a year you can take out a \$10,000 policy. If the child dies before 21, the premiums are returnable or the cash value, whichever is the greater. For an additional premium of \$4.80 per annum you can insure the policy. If the father dies before the child is 21, this guarantees all the premiums will be paid until then. At 21 the policy has both cash value and paid-up insurance value.

If taken out at birth and paid for 21 years the cash value would be \$400 more than the \$1,264 you've paid in. You could continue the policy as whole life at the same premium per annum, change it to endowment or whole life participating or settle for a paid-up policy worth \$5,140 on which no more premiums have to be paid. Paid-up insurance is something worth having.

Another possibility is to start paying on a Dominion Government annuity. Beginning at age 5 the premium would be \$5.70 a month. If the children keep up the same rate of payment after they are 21 they will have \$50 a month for life at age 55 with a 20-year guarantee. If they pay no more on the policy after 21 then the amount to their credit will buy an annuity based on that which will begin paying off at 50 or whatever maturity date selected.

By paying the premiums until they are 21 you make it possible for them to buy that pension plan at 55 by paying the \$5.70 a month themselves there-

after. And that too can be a very useful endowment from the long-term view. You could of course do this by a single payment system. \$1,500 will pay for an annuity of \$50 a month for life at age 55, if you pay that amount in when the child is five years of age.

Investment trusts, combining insurance with stocks or any of the several interesting investment trust type of plans available through trust companies and insurance companies, are all worth considering. The values received will be governed largely by the amount you can afford to pay in to such funds for your children's future, on a regular or semi-annual basis.

Or you can buy long-term Government bonds, paying better than 5% and present each one with a paid-up bond on the 21st birthday. There are many possibilities but don't discount the insurance angle. Several of our leading companies have very good plans especially devised for children, and the annual deposit is well within the means of a majority of the people.

Director's Liability

Is there an insurance policy which would protect me against my liability as a director of a corporation?—B.T., Vancouver.

Your liability is to the stockholders and a director's liability policy would give monetary protection in the event you failed to exercise reasonable care in directing the activities and the stockholders took action against you.

Limited Pay Life

What is meant by limited pay life insurance? Does it mean that there is some kind of a limit on benefits according to the payments?—A.B., Halifax.

When the insured person dies the limited pay life policy pays off the principal sum to the beneficiary just like whole life insurance. The difference between the two policy forms is that you pay a pre-determined premium for a

predetermined period of years when you buy limited pay life insurance. The period depends on whether you select a ten, 20 or 30 year period.

If you are now age 30 and you take out a 20-pay life insurance policy for \$5,000, paying the same amount of premium each year for the next 20 years, the policy will be fully paid up and you will have no more to pay when you reach age 50. The policy continues even though you pay no more. You do not outlive it and on your death it will pay off \$5,000 to your beneficiary.

The advantage of this type of insurance is that you have protection for your entire life and, by building up a policy reserve quickly, you are freed of the necessity of continuing to pay premiums when your earning power may be reduced. It can also be used as a type of enforced savings that can be converted to an annuity at the end of the 20-pay period.

The disadvantage is that you cannot buy as much insurance for a given premium as you can by buying a whole life policy. But you have to keep paying on that for the whole of your life.

Weather Protection

I hear that an airline will insure passengers against bad weather on a trip overseas. Can I buy this insurance for other kinds of holidays?—N.D., Montreal.

You can insure against rain in a variety of ways and for a number of reasons, including holidays. See your general insurance agent.

Auto Care

Do insurance companies give out information on the repair and maintenance of autos or tire maintenance?—P.K., Winnipeg.

You should look to your owner's manual for such information. One section to pay particular attention to is that on tire maintenance. As many insurance adjusters could tell you, this is one of the most neglected danger areas in the modern auto.

Tires have become so good we forget to attend to them. Under-inflation is one menace. High speed strains and breaks down tires. Faulty wheel alignment is another danger. Your best protection is to treat your tires as gently as you can. Don't skid them at starts and stops and take care to rotate them every 5,000 miles. These precautions will increase your tire mileage and help to insure your own future mileage.

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Business Index for February

FEB. 1961
124.1

FEBRUARY 1960 122.0 JANUARY 1961 124.5

100 105 110 115 120 125

Indicator Table	Unit	Latest Month	Previous Month	Year Ago
Index of Industrial Production (Seasonally Adjusted)	1949=100	166.5	167.5	166.7
Index of Manufacturing Production (Seasonally Adjusted)	1949=100	148.7	149.9	148.4
Retail Trade	\$ millions	1,382	1,395	1,322
Total Labour Income (Seasonally Adjusted)	\$ millions	1,545	1,542	1,500
Consumer Price Index	1949=100	129.6	129.6	127.9
Wholesale Price Index of Industrial Raw Material	1935-39 = 100	236.4	236.0	241.9
Manufacturer's Inventories, Held and Owned	\$ millions	4,417	4,406	4,342
New Orders in Manufacturing	\$ millions	1,991	1,964	1,975
Steel Ingot Production	'000 tons	349	437	541
Cheques Cashied, 52 Centres	\$ millions	23,307	23,457	22,622
Total Construction Awards (Hugh C. MacLean Building Reports)	\$ millions	167	179	215
Hours Worked in Manufacturing	per week	40.7	40.9	41.3
Index of Common Stock Prices	1936-39 = 100	258.4	251.1	261.5
Imports	\$ millions	432.0	514.9	440.4
Exports	\$ millions	441.4	475.7	483.8

Most latest figures are preliminary ones.

ALTHOUGH THE GENERAL tone of the economy appears healthier now than during most of 1960, there are still economic indicators pointing down. Despite an improved outlook there is no real punch to assure us that we are heading toward prolonged recovery.

The overall index of industrial production (seasonally adjusted) started to head up again last July after hitting a low of 164.2 (with 1949=100). High point so far was Jan. 1960 when an index of 173.5 was posted. The move away from the July low only lasted a few months. By October the figure was 167.5. In Nov. which is the latest figure at time of writing, there was a drop of a full point. This could be a juggling around such as we had about a year ago. It doesn't mean we are moving downward again. One drop doesn't make a trend.

On the other hand, building permits issued by Canadian municipalities in November were 13.4 per cent higher than those of the previous November in dollar value. Even residential permits alone were up. These changes emphasize what seasonally adjusted MacLean Building

Guide figures have been showing for some months. Possibly connected with this is the fact that lumber production in 1960 was above that of 1959 in volume. Increases in BC made up a loss in the rest of Canada.

Unemployment gives us another debit figure. It's a well-known fact that unemployment is at the highest level in years. What is not so well known, however, is that our total work force increased 3.2 per cent last year, faster than the average over the past years. There was an employment increase of 1.3 per cent during the year (compared to the 1959 average) but this is a below-average increase. There are no signs of a sharp decrease in unemployment.

Trends in the stock market are often taken to indicate what is coming in the economy in general. During the past few months, prices in the stock market have been moving up. The Dominion Bureau of Statistics security price index of common stocks was 252.8 on Nov. 24, (here 1935-39=100). By the end of the year the index was at 267.6 and at the middle of January 1961 was hitting 275.2. If the theory is

right, this is a good sign for the economy in general. What the lag time is for the economy to follow the stock market is another question. The average is seven months, but there is a great spread in figures for each case. Again, it is too early to take the rise as proof of a trend.

Talking about prices, it should be noted that the wholesale price of industrial raw materials has been moving down steadily for quite some time and is now several per cent below prices of a year ago. This generally means that companies can increase profits, which hit a low last summer, without increasing prices. Generally wholesale prices have been fairly steady so the odds are that there will be little inflation this year or even for a longer time.

—by Maurice Hecht

(Saturday Night's Business Index is a compilation of statistical factors bearing, generally, on Canada's gross national product. It is designed to reflect pace of economic activity. The base 100 is drawn from 1955 data.)

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By order of the Board.

C. B. NEAPOLE,
General Manager.

Montreal, Que.,
January 17, 1961.

Gold & Dross

Nickel Switch

I am a young widow with dependents. In 1954 I was advised to purchase growth common stocks as part of holdings for income and appreciation. International Nickel and B.C. Sugar along with about twice as much in preferred stocks were suggested. The net return has been over 5%.

At current prices International Nickel pays about 2% and as the stock has been split and is now selling at considerably above the price I paid, I would greatly appreciate your opinion as to whether you think a switch to Falconbridge Nickel would be advisable.—G.G., Toronto.

Even if a categorical comparison of International Nickel (Inco) and Falconbridge were feasible, it could always be upset by mining developments. It can, however, be noted that a switch from Inco into Falconbridge would be dropping the bluest of the blue chips for a younger and smaller company. Age and size can be ignored in some situations but are vital in nickel because of:

— The market domination of the profitable applications of nickel which Inco enjoys by reason of being the pioneer in nickel mining, metallurgy and sales promotion.

— The relationship of ore resources and productive capacity to market development.

It is estimated that before the end of 1961 the total nickel production capacity of the Free World, exclusive of Cuban sources, will approach 600 million lbs. annually. Canada will account for more than three-quarters of this total.

Inco's new project at Thompson, Manitoba, rapidly nearing completion as the world's first fully integrated nickel-producing operation, is scheduled to begin commercial operation in early 1961 with an annual capacity of 75 million lbs. of nickel. Inco's total capacity of nickel will then be more than 385 million lbs. per year. Annual nickel production capacity of other Canadian producers will include 65 million lbs or more at Falconbridge and about 25 million lbs at Sherritt Gordon Mines.

Although Inco's nickel capacity versus Falconbridge is 6:1, its market capitalization is about 20:1. Inco produces 60% of the Free World's nickel, is a copper factor of considerable magnitude, and derives major revenues from improvement to value of its metals and from platinoid metals contained in Sudbury ores.

All this adds up to Inco shares being prized by world investors, and their price on New York, Toronto and off-shore markets reflecting international distribution. Falconbridge, on the other hand, is more than 50% held by Ventures. This considerably reduces the floating supply of stock and increases the chance of it being overpriced in periods of scarcity, although it can also be underpriced in a weak market.

You appear to be seeking something that will repeat the favorable history of Inco, and this type of opportunity is hard to come by. If it's more income you want, you could switch from Inco into preferred stocks. You might also take a look at Bell Telephone. The 5%-plus yield, and the occasional rights — which can be exercised to average down cost, or sold and considered as a tax-free dividend — and the undistributed (possibly substantial) earnings of the subsidiary Northern Electric add up to an interesting picture.

Winnipeg Gas

How are prospects for Greater Winnipeg Gas?—L.S., Halifax.

Early forecasts as to the progress of Greater Winnipeg Gas were being supported by developments in 1960 when operations followed substantially the pattern anticipated at its outset. Operations for the first nine months were satisfactory although the somewhat slower pace of business activity could affect them. Winnipeg is, however, a relatively stable market area, and past swings in economic activity have been less pronounced than in most metropolitan centres in Canada.

Company sales of gas totalled 8,300 Mcf in the 12 months ended Sept. 30, 1960 versus 5,107 the previous year, and total customers increased to 10,993 from 19,081. Net income for the

period was \$571,000 versus \$253,000 deficit the previous 12 months.

Unlike most areas in Canada, building permits in Greater Winnipeg area for the first nine months of 1960 showed an increase, even though small, over the previous year's corresponding period. GWG was obtaining its share of fresh business resulting from this new construction. During the fourth quarter of 1960 it inaugurated domestic water-heater rentals with the expectation that residential-gas sale on a year-round basis would be stimulated. The fall was unusually dry and mild and, while construction activities benefitted, gas revenues were somewhat reduced. Over the longer period, weather patterns do not deviate too much from long-term averages.

Geco Mines

I would appreciate your comments on the attached clipping of a financial house's valuation of Geco Mines. — E.T., Windsor.

You have handed us an estimate of a cash flow of \$37 a share over the life of the Geco orebody, assuming prices of 30 cents per lb. for copper and 11 cents for zinc, and a cash flow of \$21 on existing metal prices. These valuations allow nothing for further disclosures in the "C" ore zone. The financial house estimates 1960 earnings of \$2 a share and predicts an annual dividend rate of \$1.

There is no disputing these calculations, but whether the Geco equity is an attractive purchase is something else again. The \$21 a share presumed cash flow at existing metal prices (higher prices cannot be taken for granted) has to be discounted for income taxes plus the fact that it would take several years to receive \$21 in dividends. And what if metal prices decline?

The tax bracket of the shareholder enters importantly into the calculation of attractions of a situation like this, the least attractions being to the person subject to heavy tax. This is often overlooked by speculators in mining stocks.

Dofasco Prospects

Do you regard shares of Dominion Foundries & Steel (Dofasco) as cheap? — B.D., London.

Dofasco is a high-class situation with appropriate price recognition by investors in the long-range future of the steel industry. They are, of course, prepared to see their equities fluctuate in price without wincing.

The company has a capacity of



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about 1,000,000 tons of steel per year, or approximately four times as much as 10 years ago. It pioneered the oxygen steelmaking process in America.

Prospects for the steel industry for 1961 are somewhat obscure since the operating rate of the Canadian industry declined from 100%-plus early in 1960 to as low as 63% in the latter part of the year, although total for the 12 months was only slightly below 1959. Domestic business faded badly but the long-range outlook is bright. Per capita use of steel in Canada is still much below the U.S., and consumption will increase over the years.

Dofasco will report a moderate decline in 1960 earnings from the record levels of 1959 (\$13.4 million, or \$3.76 a share). This will be partially the result of higher depreciation charges.

One of the developments upon which the steel industry is relying is an enlarged scale of pipeline building in western Canada as a result of the approval a few months ago of gas export to the U.S. While Dofasco does not produce plate for the larger sizes of pipe, it is obtaining orders for plate for smaller diameter tube.

Dofasco is for the carriage trade, content with a 3.25% yield and expectations of appreciation.

Canadian Hydrocarbons

Would you do a rundown on Canadian Hydrocarbons in the light of the decline in earnings in the first three quarters of 1960?—P.O., Ottawa.

Net income of Canadian Hydrocarbons in January-September 1960 declined to \$251,549 or 36 cents a share from \$421,652 or 60 cents a share in the like 1959 months, reflecting sales of \$4.4 million versus \$4.8 million. This would, however, probably not be typical of the full year since it excluded the relatively high volume of the final quarter. Volume of propane was exceeding a year earlier but lower prices to consumers reduced dollar sales. There was also a sharp decline in appliance sales in the first five months but this trend was reversed. Like the lower prices, the reversal has important implications in expanding the market for propane.

Propane and other liquid-gas products distributed by the company are byproducts of petroleum refining and the preparation of natural gas for the market. Products are sold in areas outside the range of gas pipelines and are used for space heating, cooking, and energy for farm and industrial applications. The market ranges from the interior of B.C. to Northern Ontario and is served through the company

outlets, and several hundred dealers.

The base for intensified sales development and the long-range continuity of Canadian Hydrocarbons has been provided by a fresh wave of development in Alberta as a result of the clearance of the export of natural gas to the U.S.

Ventures Bonds

Are Ventures 5% debentures a safe investment?—S.F., Vancouver.

Ventures \$5 million issue of 5% debentures is secured by a specific pledge of 150,000 shares Falconbridge, 500,000 shares Giant Yellowknife and 500,000 shares United Keno Hill, combined indicated value of which is about \$14 million. Maximum interest requirements are covered several times over by earnings.

Principal and interest appear to enjoy a degree of protection comparable with industrial bonds selling on an equivalent yield basis.

Brilund Hassle

Why all the hassle about the proxies at the Brilund meeting? One would wonder why a company whose stock is selling for only a nickel a share would bother holding a meeting. — N.A., Halifax.

The hassle could reflect possible legal action by some shareholders to recover damages from former directors. Proceedings at a corporate meeting can be introduced as evidence in lawsuits.

In Brief

What's stalling the Iron Bay Mines project at Bruce Lake?—V.O., Sherbrooke.

Present markets for iron concentrates will not support \$32-\$35 million capital outlay required.

Did Sullico hit anything in drilling into the D'Aragon property from the underground workings of the East Sullivan mine?—H.R., Montreal.

Nothing of economic interest, but further drilling could be done.

Is there any activity at Western Mines' Answorth, B.C. property? — C.F., Ottawa.

No possible operators are showing interest but no definite proposals.

When will the railway be built to the Pine Point lead-zinc deposit in the far north?—F.R., Calgary.

Only the federal government can say.

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Point of View

Discount Stamps Aid Modern Merchandising

by Tom H. Proctor

NO OTHER DEVICE of modern merchandising has caused as much controversy in Canada as Discount Stamps. With the recent unanimous decision of the Supreme Court of Canada that Discount Stamps are not Trading Stamps within the meaning of The Criminal Code, the way is clear for their all-out promotion. This is, therefore, the time to keep our ideas straight on just what Discount Stamps are and what they do.

Since the day of their introduction, Discount Stamps have produced strongly partisan views. In the process of refuting really savage attacks, those favoring Discount Stamps [consumers, retailers, producers] have been put on the defensive. The resulting verbal infighting has obscured the true nature and function of Discount Stamps.

On the one hand, much evidence was marshalled and disseminated to suggest that the use of Discount Stamps constitutes an economic evil, something which threatened to erode the structure of Canadian commerce. On the other, fighting off these attacks interfered with early recognition and acceptance of Discount Stamps as merely another means of stimulating sales.

Throughout every phase of commercial activity and at every level of distribution, it is common practice for business organizations to employ a variety of sales promotion techniques. For retailers these include price reduction coupons, one-cent sales, premium offers or special combination deals. Each of these is designed for the express purpose of bringing in, or bringing back, customers for that particular retail outlet. Any businessman recognizes that no one of these devices is totally effective in itself.

In assessing their value, especially in creating continuity of sales to a given customer, we need only acknowledge that securing such "repeat business" is a prime objective for any merchant. With few exceptions, "repeat business" is the life-blood of any commercial enterprise. As only one of the many possible forms of advertising/sales promotion, Discount Stamps have proven

to be an excellent means for assuring "repeat business".

Discount Stamps also bear inspection and comparison in relation to other forms of promotion. It is immediately apparent that Discount Stamps afford the consumer a direct, personal benefit by the premiums received when the stamps are redeemed. We would do well to consider, also, just what the consumer gets in terms of premium merchandise quality.

The goods pictured in the leading premium redemption catalogues are not so-called "second-rate" products. Nor are they "cheap" imports. On the contrary, as I know from personal experience as General Manager of one of the major premium distributors, they are some of the most renowned, nationally-advertised products in Canadian manufacturing. We should note, too, then, that whenever a book of Discount Stamps is redeemed, the stamp-saver is contributing directly to Canadian industrial employment.

Discount Stamps have been accused of contributing to the increased cost of the goods with which they are associated. At the same time, they have been labelled as a form of price reduction which constitutes unfair competition. It is unreasonable for both, unlikely for either, to be true.

The criticism that Discount Stamps inflate the cost of the goods sold seems a thinly veiled extension of the age-old suggestion that advertising be dispensed with and the resulting savings be passed on to the consumer. While, in theory, this makes an interesting subject for debate, in practice even the elementary student in economics recognizes it for the illusory hypothesis which it is.

In assessing the use of Discount Stamps as unfair competition, we would do well to recall that when the Woolworth Company first put price tags in plain view on all its merchandise, it too, was accused of unfair competition! Yet today we can accept it as our right

to compare prices. Furthermore, to suggest that the use of Discount Stamps by one store constitutes unfair competition for one which does not, is no more defensible than for the store without, say, parking facilities, to claim unfair competition from the one which has them.

We must not ignore the fact that today's shopper still retains the personal right of discrimination: he alone chooses which store he will patronize, regardless of the inducements extended. When we accept it as reasonable for businessmen to employ a variety of means to reward and encourage trade, and that — in terms of results — Discount Stamps are outstandingly effective, there can be no justification for treating them as the black sheep of the promotional family.

Instead of considering Discount Stamps as some devilish device to rupture the Canadian economy, they deserve to be recognized merely as one example of the new developments in the ever-changing field of merchandising. As one indication of such constant change, we need only recall the days when most fresh foods reached us by door-to-door vendor. That we should decry his demise, defend this archaic, expensive method of merchandising in preference to the convenience, variety and efficiency of modern shopping is unthinkable.

The Supreme Court decision does not legalize Trading Stamps in Canada. Instead, by declaring that the stamps now in use are not Trading Stamps within the meaning of the Criminal Code, the ruling removes the suspicion of illegality which hindered the use of Discount Stamps. (It should also discourage the common mistake of referring to them as Trading Stamps!)

But although the decision does establish the legality of Discount Stamps, it does not suddenly throw open the flood-gates for their wider application in Canada. It does, however, vindicate the view of their supporters that there is nothing condemnatory about their use in modern merchandising.

ANSWER TO PUZZLER

Hank received \$6.

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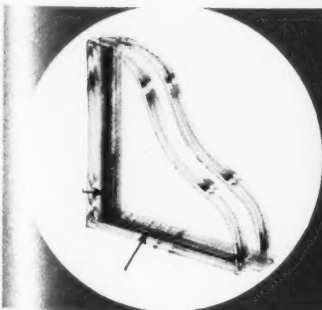
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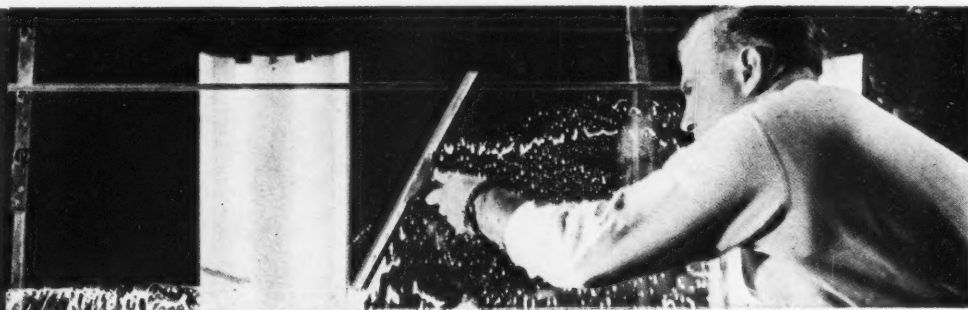
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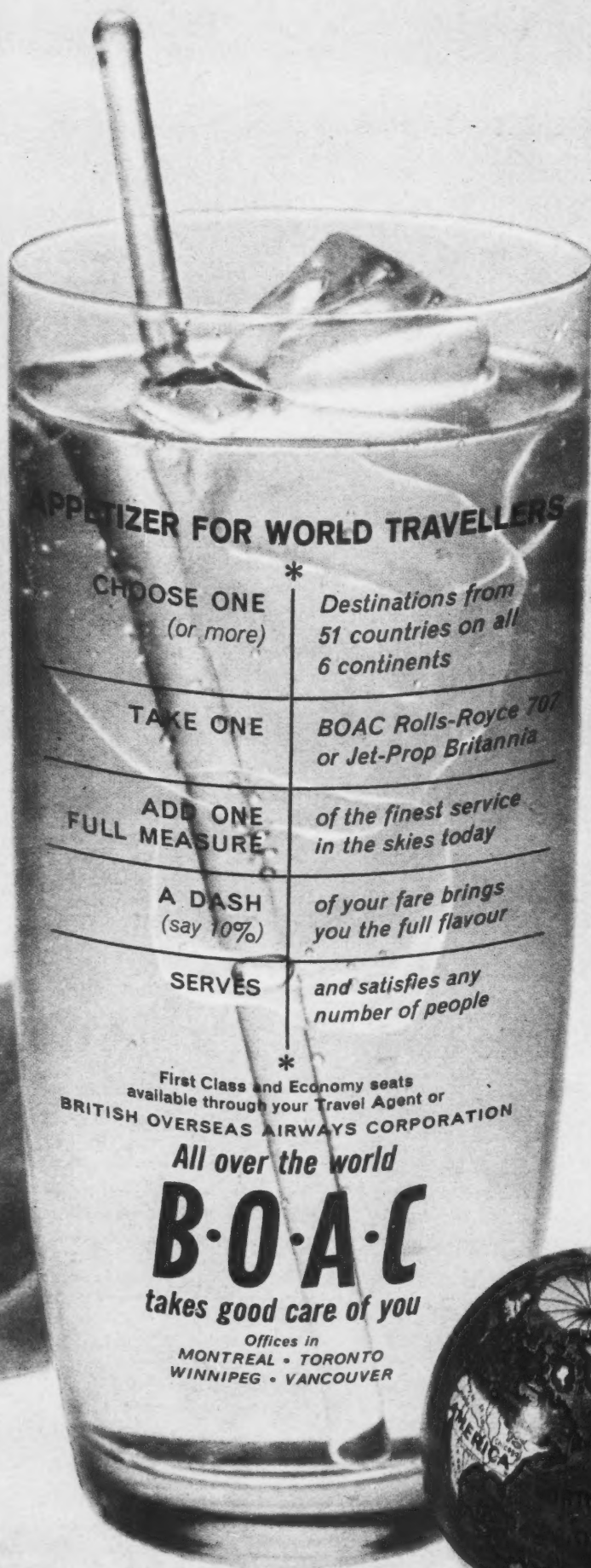
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